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*than the Small Car
I considered at first!"*

"WHEN I happened to learn that a big new Dodge delivered for only around \$70 more than the small car I was considering, I decided on Dodge," says Ruth Clark, New York City. "And I made a wise choice. The few dollars extra that Dodge cost will easily be offset by its greater trade-in value whenever I turn it in. That makes first costs just about even. But now consider the wonderful gasoline mileage I'm getting from my new Dodge—actually 22 miles to the gallon, which is 8 miles more than my old car gave me! Why, I'm convinced that switching to Dodge will cost me \$75 less than the small car I considered at first. And think of the extra pleasure I get out of owning such a big, luxurious, smart-looking car with all its marvelous comfort and safety features."



SWITCH TO DODGE *and Save Money!*

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REVIEW OF REVIEWS

EDITED BY ALBERT SHAW

CONTENTS

JUNE 1937

The Progress of the World by Albert Shaw	9
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THE STORY OF THE MONTH

The Nation	13
Labor	15
Business	16
Foreign Affairs	17
Science	19
Education	20
Entertainment	21
Sports	22
People	23

FEATURES

Chamberlain: Man of the Month by Roger Shaw	25
Can Parents Learn? by Eleanor Saltzman	26
Cupid Patronizes the Postman by Leroy Pratt	29
Tom Girdler by Frederick A. Van Fleet	30
Broadway (Photographs)	32
Power Alcohol by Leo M. Christensen	34
Boss Over Poland by Charles Hodges	36

READING AROUND THE WORLD

From the Current Magazines	41
American and Foreign Cartoons	42
Literary Landscape by Herschel Brickell	58
From the Editor's Mail	4

TRAVEL

Sunsets Unlimited	
1937 "Buffalo Bill" Streamlined and Quicker on the Draw—He's a Train by Harry Price	62

Review of Reviews Corporation, 233 Fourth Ave., New York

Branch offices: Homer D. Jenkins, Western manager, 39 South LaSalle St., Chicago; Waldo E. Fellows, Mid-Western manager, 710 Stephenson Bldg., Detroit; Warwick S. Carpenter, Pacific Coast manager, 29 East de la Guerra St., Santa Barbara; N. Frederick Foote, New England manager, 120 Boylston St., Boston.



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New Dresses**



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It is because of the amazing progress the textile industry has made in the last two decades. It is because research scientists and engineers have worked to improve processes and to give the public more for its money. More goods for more people—at less cost.

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GENERAL  **ELECTRIC**

FROM THE EDITOR'S MAIL

Pro

To the Editor:

I like your new editorial policy very much, and am sure that it will prove popular with your readers. I have been reading the news weeklies from cover to cover—but now your two new features, "The Story of a Month" and "Reading Around the World," give me more information in condensed form than I have been able to glean from any other magazine in the past.

Every business man is so busy these days that he just doesn't have time to read all he would like to. Your new editorial policy will give him all the information he needs in the shortest possible time, and with the least amount of reading effort.

Stanley P. Seward,
Cleveland, Ohio

and Con

To the Editor:

Like Tories in all ages and times, you set your face like flint against any attempt to pull the teeth of special privilege. The push-button press is passé.

Your crowd ran the country for seventy years, and became adept at carrying off everything but a red-hot stove. Now the people are having an inning.

What Gov. Murphy and President Roosevelt are trying to do is to keep the plutocrats' hide from being hung on a pole—literally—and subdue the ugly facts of plutocracy into a workable pattern of social and economic democracy.

Elmer Graham,
Douglas, Arizona

Vindication

To the Editor:

We, the American public of average intelligence, have long had two things against the Review of Reviews. 1—We all studied it in school under the not so proverbial lash, and hence associated it with our former bondage. 2—We considered that it failed to modernize; was, in short, pretty stodgy in format and sentiment.

Beginning with your April number, we withdraw our fell accusations, as follows: 1—We forgive you for our former schooling, since we always liked your cartoons and now find them sprinkled through the text more plentifully than ever. Anyway, we are now out of school and prepared to let bygones be bygones. 2—Your new editorial product, format, pithy comments,

are no longer stodgy and give a complete and lively resumé of the news and of what the contemporary world reads and thinks.

And so, pray carry on along the new line even if it takes all summer, and many more summers.

Alfred F. Jordan,
Los Angeles, Cal.

Storm center

To the Editor:

The Hitler article in your May issue interests me the more because I was in Germany at the crucial moments of Hitler's career in 1932 and 1934 (immediately following the purge of June 30) and the article clarifies for me my impressions of those years.

Now I realize how the Fuhrer can be at the same time a nation-changer, in many ways for good, and an indisputable menace to world peace. He has made many improvements in social conditions, along with the dumbness of his "super-boner," anti-semitism. I believe that you have correctly interpreted his proletarian popularity, and his "tremendous inferiority complex" when faced with overpowering Junkerism and the aristocracy.

Congratulations on an article which lodges Hitler at the hub of the European wheel, the storm center of today's tempestuous world.

Lyman P. Powell,
Mountain Lakes, N. J.

Force and facts

To the Editor:

In your article "Man of the Month" in which you explain Hitler's accomplishments, only this one phrase is correct: "Hitler has changed Germany." But it is impossible to refute in 200 words an opinion about the dictator of Germany which is expressed in much more than 1000. I can only protest against your explanation that Hitler has "the unified support of many sensible Germans who are in no sense nazi-minded," that he belongs to the great "Germanists," that there are "no strikes in Germany," that "social conditions have been improved unquestionably," that "the poor, who formerly opposed Hitler, are being won over en masse."

I would like to found my protest upon facts. But in a few words I can only say: If Hitler has the support of as many Germans as you claim, why has there not been held one really free election in Germany

as long as Hitler has been in power? Why has he postponed the only election which the nazis could not completely control, the election of representatives of workers in the factories, first from 1933 till 1936, then from 1936 till 1937, and recently again till April 30, 1938, if he was sure of the support of the people?

Dr. Kurt Rosenfeld,
Prussian Ex-Minister of Justice

Storm and stress

To the Editor:

That was an extraordinarily able and penetrating article on Hitler, in the May issue of the Review.

The world has certainly produced some colorful and powerful men of a new type in the post war period. I will be curious to know what the verdict of history is in regard to them. They are a good deal like Napoleon, a curious mixture of love for humanity with delusions of personal grandeur. They all have power and exercise it ruthlessly, but on the whole for what they conceive to be good. They typify not the best in human nature, whether intellectual like Socrates or spiritual like Jesus, but are the combination of militarist, statesman and benevolent tyrant.

Hamilton Holt,
President, Rollins College

High praise

To the Editor:

Your article, "Politics and the Supreme Court," in the May Review of Reviews is the best presentation of the problem which I have read. It is condensed and succinct in style, considers the chief questions, leaving subsidiary ones largely alone, is strong in its affirmations, just and fair in distinctions, hopeful in its prophecies.

It is, in general, solid, strong, altogether worthy of the history of the Review of Reviews and of the United States government, of which it might be called a guide, philosopher, and friend. Taken all in all, I do not think you ever made a number better fitted to influence the higher thought of America and of the world.

Charles F. Thwing,
President Emeritus,
Western Reserve University

The "Y" carries on

To the Editor:

I have read with interest the article "Games—or Gangs" in the May Review of Reviews. The author deals with one of the most important social problems of the day. I think his analysis of the elements making for success in a program of service to these boy groups is good, and quite pertinent.

I wonder, however, if he does not underestimate the amount of individual attention and informal group programs which the Young Men's Christian Association



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If you are normal, you want the comforts and luxuries which are the by-products of success—a home of your own—a new car—the leisure to read—the means to travel.

You want these things very much.

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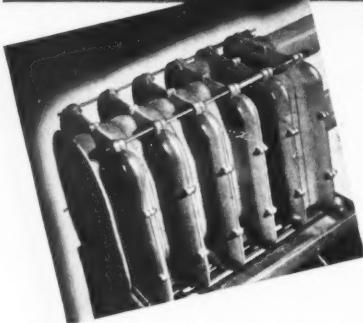
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Instead of the usual heavy fire brick refractory in a light sheet steel furnace, Holland gives you a new type quick heating combustion chamber in a heavy furnace unit of Hollandized cast metal. This heats up at least as quickly as the older type but stores up heat in the furnace unit walls where it will be radiated into the circulating air after the burner stops. Consequently, the burner does not have to run nearly so often nor so long at a time and a decided fuel saving is the result. This is only one of many revolutionary new features in the Holland Oil-Furnace Air Conditioner which, working together, make this amazing unit so incredibly economical.

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In winter it gives you complete air conditioning—eliminates furnace tending—banishes dust, soot, smoke and dirt from your home. You save amazingly on fuel, too, as oil burning efficiency is over 90%. In summer it circulates clean, filtered air with decided cooling effect. All this is yours for no more than the cost of many systems for warm air heating alone!

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and the Scouts too carry on. One of the branches of the New York Association is given over almost wholly to contact with these unsupervised social groups—both boys and young men. We believe that the older group, namely the 16 to 25 years of age, presents the more difficult social problem, and is the age for which there is relatively less being done in the community than for any other. The Association has been very much interested in this age group, and one of its branches builds its entire program around service to them. These groups are quite typical—some of the members are what might be called "problem cases," some are not. To the Association they are just boys. It has no policy of excluding or including any one type.

*Richard W. Lawrence,
President, Y.M.C.A. of
the City of New York*

Philippines

To the Editor:

W. Cameron Forbes, who wrote you about my recent article on the Japanese in the Philippines in the Review of Reviews, has been one of the most efficient and able governors general of the Philippines. He has been United States ambassador to Japan also. He knows the Far Eastern situation very well.

Although he calls my article unduly pessimistic, he gave a larger population of the Japanese in the Philippines than I did. He also said that although he had heard a good deal about Japanese penetration, he had "not begun to be scared about it yet."

Let me assure the Governor that he will always be safe at his homes in Boston and Georgia from any Japanese penetration or invasion. I am sorry I can not say the same for the Filipinos in "Davaokuo."

The Governor's suggestion of mutual trade bases which would give protection of the United States market in the Philippines from the Japanese and protection of the Philippine market here from various selfish interests is economically sound, will benefit Americans and Filipinos, and will promote general peace in the Far East.

*James G. Wingo,
Washington, D. C.*

Endorsement

To the Editor:

I know Mr. Wingo personally and have enjoyed his writings, which appeared regularly in one of the Philippine magazines. He is highly regarded there as a discerning and unbiased journalist.

*Frank Murphy,
Governor of Michigan*

Last month we published a letter from Manuel Quezon, Philippine President, charging that the facts in Mr. Wingo's article were greatly exaggerated. Governor Murphy, whose comments we print above, served as the last American Governor of the Philippines.—Editor.

Island schools

To the Editor:

I have read the article, "Hawaii's Racial Maelstrom," by Harry Franck.

In that article the following statement is made: "The masses of Japanese children—families of 17 are not unusual—are imbued, as any island teacher can testify, with the 'hell-bent for education' idea. They feel that they come to school to study and to learn. They add nothing to the disciplinary problems."

I would like to take exception to the statement, "families of 17 are not unusual," first, because it is not true, and secondly, because it causes antagonism against the Japanese, based on a false statement.

*Robert I. Baldwin,
Hilo High School,
Hilo, T. H.*

The Spanish Vote

To The Editor:

I am amazed to read the statement in the February issue of Review of Reviews, apropos of the rebellion in Spain, that the Spanish people "did not vote . . . chose instead the method of internal strife."

Did not the Spanish voters go to the polls a year ago? And can there be any doubt that the Popular Front government represented the desire of a majority of the Spanish people for a program of social reform? Can there be any doubt that Franco's armed revolt would long since have been crushed had it not been for German and Italian aid?

Would it not have been in the interest of truth to have said that a fascist-military clique "preferred to fight," and that the Spanish people had no choice but to defend themselves against a plan to set up a dictatorship?

Had our own militarists and economic royalists chosen to challenge the will of the people after our election, by resorting to arms, as some have already advocated, what would be your opinion of a responsible journal in Europe that dared to libel the American people in this manner?

*John Wright,
Saranac Inn P. O., N. Y.*

Appreciation

To the Editor:

The April number of Review of Reviews is most interesting. I like the terse, but not too telegraphic manner in which you have digested the important news of the month.

From every standpoint I think you have done a very fine job in re-styling your editorial content. There is plenty of wheat and a minimum of chaff.

*R. P. Marsh,
Cincinnati, Ohio*

HOIST THE BLUE PETER

The white-on-blue flag that says: "All come aboard—I am about to sail!"...flying from the foremast of the Berengaria. An ancient British symbol, this flag now signifies 'sailing day' throughout all the world.



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Queen Mary . . . May 26; June 9, 23; July 7, 28
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REVIEW OF REVIEWS

The Progress of the World

EUROPE presented strangely contrasting pictures in the opening days of May—a month that in children's folk-songs was once called "merry." In the olden times people knew nothing about influenza germs or the infections to which children are now subject in the spring-time. They were not provided with rain-coats and rubber over-shoes when they danced around the May-pole and engaged in other out-of-door activities, about which traditions survive. We must not believe, however, that the infections are a product of our more fastidious age. Throughout Europe and America there will be less infant mortality, during this spring and summer of 1937, and less sickness among children, than in any previous year.

This rising generation has before it not merely the private object—altogether commendable—of bodily and mental fitness for what has been called the battle of life. Personal competency is worth all that it costs in training and discipline. But the rising generation everywhere, and in Europe especially, ought to cultivate physical and mental faculties in order to pursue a common object of incomparable importance. That object is the abolition of war. It is a matter of life-and-death urgency. It transcends all other considerations that bear upon the well-being of the human race.

Men in high places of influence and power are engaged in the business known as statecraft. They, too, are anxiously encouraging the discipline and development of young men and women. They urge the young women to become mothers of healthy and well-nourished children. They are all for maternity allowances and sanitary safeguards. They regiment the boys in scout troops and junior brigades to make them strong and obedient.

But in Italy, Germany, France and some other countries the statesmen are training their younger generation with the definite purpose of recruiting conscript armies. They strain all their national resources, forcing unbearable debts or the alternative of bankruptcy and repudiation upon their people. Such are the costs of preparing for a war which, as they declare, some neighboring nation is getting ready, at like expenditure, to force upon them.

By ALBERT SHAW

Death will come in the course of nature, through disease or accident. Precautions can lessen the number of accidents, while the progress of medical research and discovery can lessen the ravages of one disease after another, thus prolonging life and enhancing its enjoyment and its efficiency. Insurance authorities report that within a short time the average expectancy of life has lengthened from 46 years to 60 years. Increasing numbers are in full vigor beyond the age of 70.

But why should we improve the breeds of men, and lift the average standards of life, if the strong are merely to be sacrificed in the wars between conscript armies? Must the weaklings be left in miserable plight under the heel of conquerors, to furnish themes for the future historian who will write on the decline and fall of nations in the Twentieth Century?

Turning Back to 1914

IN 1914 a culminating point was reached in the affairs of Europe. Germany was advancing more rapidly than any other nation. The British and French empires in what has been called the "rape of Africa" had seized too much territory, and wanted nothing but to hold their gains and make profits on administering their costly possessions. Germany and Austria were backward in the empire game, and were looking greedily toward the Black Sea and Asia Minor. Constantinople was to be a way-station on the road from Berlin to Bagdad. Their chief rival in that general direction was Russia.

The Czar's government, with twenty million men available for its armies, was buying and fabricating equipment, under a program that would require two or three years more for completion. For Germany to wait indefinitely might blight the ambitions of that great industrial nationality.

Italy was in alliance with Austria and Germany, but was a neglected partner, hard up, and open to inducements. England was occupied with the Ulster Rebellion, and the aristocracy was praising—and openly supporting—an army mutiny against Home Rule in Ire-

land. So the Great War came; and it involved millions of fighting men and many countries. There are few intelligent persons alive today who have the hardihood to justify that war, whether for its objects, its methods, or its results.

The war of 1914 could have been averted if there had prevailed in Europe a higher order of political morality, along with a better distribution of real knowledge among the people, who became the victims of bad governmental policy.

The statesmen of that day refused to admit any fault or mistake of their own, and they put the entire blame quite unfairly upon their opponents. As for self-righteous America, we refused to organize the neutral powers for defense of their rights. We refused to take ordinary and obvious precautions by making preparation to uphold and defend our position. We shifted ground and became partisan for commercial advantages, and violated the spirit of our professed neutrality. Suddenly we flaunted the war flag, giving reasons that were technically valid but morally unsound and indefensible.

Lured into One War

EXACTLY twenty years have passed since President Wilson discovered sufficient causes for advocating the status of belligerency. It was not supposed in the spring of 1917 that our government could, within little more than one year, lay the deadly hand of war-office compulsion upon millions of our young men, pack them like sardines below decks in chartered European ships, and send them across the ocean to fight in a war the causes and objects of which they knew nothing about.

European armaments in 1937 are greater and by far more deadly than they were in 1914. We are constantly told that if certain countries are drawn into a general war—not this year but probably in 1938—we will be obliged once more to help them out with our navy, our money, our war industries and—of course—with a few millions of our conscripted young men. To many Americans this seems too absurd to be mentioned seriously. But European influences are already planning upon our support, and it does not seem at all absurd to them. Circumstances could be skilfully shaped, so that an argument like that of President Wilson in 1917 to justify the technical status of belligerency, regardless of consequences, would not seem fallacious and wicked to a population as easily hypnotised as ours by the appealing tones of a radio voice.

A far better argument in 1917 could have been made in favor of maintaining our neutrality, while building the most powerful navy in the world, conscripting wealth to avoid public debt, and training the strongest of defensive armies. This would have unified the western hemisphere for peace. But President Wilson—with the psychology of his Calvinistic inheritance—went before Congress in an argumentative frame of mind, and advised a declaration of war. If he had stated all the facts with the same candor of purpose, and had then declared that peace, nevertheless, was the true course for us to pursue, the country would gladly have supported his conclusion, in full understanding of certain grievances.

When Congress had acted in response to Wilson's appeal the die was cast, and the country rose to the disastrous occasion as well as it could. Wilson's was a detached mind and personality, and sometimes his in-

tellectual processes led him to unsound judgments, although no one would question his high-mindedness. We are now under personal government of a kind more arbitrary than anything Wilson could have imagined, even when exercising the constitutional war powers that were ascribed to him as commander-in-chief.

Youth Can Prevent Another

WHAT COULD the young men of this country do, not merely to save themselves but to protect the country from exhaustion and insolvency, if a President who decides everything, insists upon making all the laws, and seems to be without accurate conception of the meaning of taxes, expenditures and debts, should believe that we ought to join in a world war? What a chance to perpetuate the one-man rule under which we have lived of late, with ever-increasing demands for more power!

There is one answer, not sensational but altogether fundamental. Such an emergency would not—we may be fairly certain—arise until after the congressional election of next year. The war power belongs to Congress alone; but the present Congress is obedient to the White House in almost everything, because Mr. Roosevelt's displeasure could be used to prevent the re-election of members who withheld his dictation. Congress itself has put in the President's hands the means whereby to punish those members who do not vote as he directs.

Intelligent young men and young women, acting with sense and courage as good citizens, should not allow their own particular Congressmen to be bullied by the Farley machine, or annoyed by either or both of the tyrannical labor lobbies. They ought to rally to the support of any good Congressman who is trying to do his duty with courage and independence. By the same token they should help to turn out of office as many as possible of the present Congressmen who are mere yes-men, sycophants who take their share of patronage pork—cheap politicians who join in the manipulation of relief funds for their own benefit. There has been a rapid drift toward a kind of debauched political life that suggests the Roman Empire in its most extravagant periods.

The Spanish Example

LIFE goes on somehow even under oppressive and outrageous foreign governments. With good health and enough to eat, Europe's young men and women can get along and find many satisfactions in the daily routine—with one proviso. That proviso is some way of escape from the peril of international war. The young people of Germany are better-looking and have better health than ever before. They are not afraid of hard work, and their lives would be buoyant and joyful if European statesmen could decide to have peace rather than war.

We do not know how many young Italians have been forced by fascist authorities to take part in the Spanish civil war. There may have been 100,000, probably at the lowest estimate more than half that number. So far as we have been able to make comparison, this has been the worst example of civil war in all the annals of the modern world. European powers have intervened on an enormous scale, while having the effrontery to insist that they were observing strict neutrality. Italy

and Germany were determined at any cost to bring Spain and certain parts of northern Africa under the domination of their rule.

France and England seemed to care little for the fate of Spain, provided only that they could safeguard their own interests in the Mediterranean. In no other way could their strange diplomatic maneuvers be accounted for, with their naval advances and retreats. The devastation of the ancient Iberian Peninsula has been a shocking loss to the heritage of Europe. It has been felt deeply, also, by the Spanish-speaking countries of our hemisphere, from Mexico to Argentina and Chile. Americans have believed that the elected government, regardless of its faults, was more deserving of support than the rebel military faction that is responsible for the war with all its diabolical horrors.

Roosevelt's Part

NOTHING as yet has shocked President Roosevelt's confidence in his ability to settle all things for the best, if he is allowed to have his own way. He professes to believe that the large vote of last fall was meant as a mandate from the people to give him a free hand, although he did not then state the issues in just that way. Even if the voters wished to abandon a government of checks and balances and to entrust all power to the occupant of the White House, their mood might have been transient. But to assume any such "mandate" is a pipe-dream, a delusion of grandeur. The Constitution still exists; and it is preposterous for an official to assume that his choice by the electoral college has abrogated our system of government.

Mr. Roosevelt's trip to South America was commended because he spoke on behalf of peace in our hemisphere, with full knowledge that his views were in accord with universal sentiment in the United States. But the danger of war lies in other quarters.

That England is making defensive plans in association with France and Russia would scarcely be denied. That Italy and Germany are looking to coöperation with Japan is also understood by diplomats and well-informed newspapers.

Franklin D. Roosevelt, as Assistant Secretary of the Navy for eight years, bore an active part in our war adventure of 1917-18. He has just now secured from Congress the grant of more than \$500,000,000 for naval expenditure in the next fiscal year, a sum corresponding to that of the present year. Naval limitation agreements with England and Japan, undertaken fifteen years ago when Mr. Balfour accepted the proposals of Secretary Charles Evans Hughes (now Chief Justice), are no longer in existence.

Every government is developing its navy in accordance with its own supposed needs. England's building program is greatly enlarged, and Japan is spending twice as much on her navy as five or six years ago.

France is spending perhaps a third as much as the United States, but doubtless continues to rely upon Britain's maritime supremacy. Italy has doubled naval expenditure within recent years, building submarines and smaller craft for Mediterranean service. Germany is creating a powerful new navy, relying upon superior inventions and devices.

This is no time to talk about whittling down naval costs by diplomatic agreement. There is a world emergency that calls for something more essential and profound than technical armament treaties. Several hundred million people should demand a world conference, to consider underlying causes, and to demand that peace be made secure by necessary adjustments. Any nation should be willing to make large concessions, as a small price to pay for the incomparable advantages of peace. War could have no consequences but disaster and ruin for all of the nations participating in it.

If Franklin Roosevelt, who has been testing his prowess as a personal leader, should be invited to take part in such a conference for world peace, his influence might turn the scales. If he could thus help the young men and women of the world to escape from hideous and tormenting anticipations of war, he would have built well upon the foundations that Woodrow Wilson undertook to lay. His sharpest critics here at home would unite in applauding such a service to humanity. They would be happy to discover that he had grasped personal authority in public affairs in order to use his prestige, with pan-American backing, to save the world from dire calamity. The danger of war is now the only obstacle that

lies in the way of such economic and social progress as mankind has never yet attained.

Putting on the Pressure

THE prolonged discussion of the President's bill to give him control of the federal courts has served several useful purposes. For one thing, it has taught many weak-minded people that we cannot have democracy by a delegation of all functions to one man. Democracy means free discussion, differences of opinion, popular struggles to find the better course when something vital is at stake. As Chief Justice Hughes, in his notable address to the American Law Institute, so ably pleaded: "The success of democratic institutions lies in the success of the processes of reason as opposed to the tyranny of force."

Senator O'Mahoney of Wyoming, staunch New Dealer and announced supporter of the President's plan, converted by testimony at the hearings, labeled the plan as "tragic." Having made his proposal, the President supposed that it could be put upon its passage at once. For the first time in four years he discovered that he could not have his own way without contending for it



Coronation
Year—St. Louis
Post-Dispatch

against an intelligent public sentiment that was clearly hostile to his proposal.

Then began a fight in which the office-holding hordes were trying to "crack down" upon the American public. Personal pressure was put upon Senators and members of the House. Attorney General Cummings was brought forward to disparage the Supreme Court, only to meet with overwhelming refutation. After long weeks of open hearings, the Senate Judiciary Committee (with the chairman doing his best to secure a favorable report) turned against it because, in the last resort, the members could not sacrifice their principles. They began to resent the kind of pressure used in behalf of one man, whose wilfulness and impatience had led him into a false position. There was no longer any attempt, it seemed, to disguise offers of reward and threats of punishment that were employed to push this Court bill through a Congress that, as a once important branch of the government, was recovering some sense of responsibility. This was largely due to considerations of government finance.

The President had begun to urge economy in glittering generalities addressed to the public; but when his actual estimates of necessary expenditure were studied, the figures made his talk of a balanced budget simply farcical. For the first time, perhaps in a hundred years, congressional leaders were urging economy as against a spendthrift President.

Shameful Handling of Relief

THE SENSITIVE point in the whole situation is the federal expenditure for relief. It is still handled by the President personally, with the zealous aid of Mr. Harry Hopkins. It proceeds upon no plan or system that the country understands, except that Democratic local committees (taking orders from Mr. Farley as Grand Vizier) have something to do with the handling of the funds assigned to their localities, and can carry on "practical" business with beneficiaries.

There are two decent plans for dealing with relief. One is to give full control to a non-partisan commission of the most trustworthy citizens to be found in the country. The other plan—the one that should never have been superseded, and that must be resumed sooner or later—is to turn the administration of relief back to the states, where it has always belonged. After four years the President and Mr. Hopkins have continued to ignore or evade the general demand for a trustworthy census, giving all the facts in detail regarding unemployment and the use that has been made thus far of the many thousands of million dollars that they have handled in the name of relief.

England is a compact country, and has no federal system like ours. Relief for unemployment has therefore been centralized, as in a state like New York or Texas. But it is operated upon a system about which there is no mystery. Who can imagine that Mr. Baldwin, under any circumstances, would have demanded that relief funds for the unemployed in Great Britain should be put into his hands, to be expended as he pleased, with no accounting to the taxpayers or to any one else?

We would not like to arouse the slow wrath of Mr. Baldwin by conjecturing absurdities. Would he have refused to permit the census bureau to obtain official statistics of unemployment? Would he have used parti-

san agents of his own in distributing the dole? The British government may have faults, but it could not by any chance use unemployment relief funds to maintain the power of a particular set of politicians. It has outlived such methods in government by just a little more than one hundred years. The great Reform Act bears the date of 1832; and since that year the cause of honest and decent government in Great Britain has gone forward through many successive enactments.

Budgetary Dreams

IT WOULD be a pleasure to join in praise of the President's supplemental budget message of April 20 calling for economy, if only one could feel the elation of hope. But unfortunately Mr. Roosevelt started an avalanche of federal expenditure several years ago that he cannot regulate by the utterance of a few mild words about the importance of a balanced budget for the year 1938. Business is reviving all along the line; and if the tax burden were properly reduced, private employment would at once absorb all the able-bodied and capable workers who are now on WPA relief rolls.

The present fiscal year ends on June 30, and the net treasury deficit for this prosperous twelve-month is estimated by Mr. Roosevelt as \$2,557,000,000. For the coming year the President asks Congress to give him \$1,500,000,000 for the Work Relief program that Mr. Hopkins carries on under White House direction. Many Congressmen would like to see this sum reduced by one-third. There are others who think that the entire fantastic scheme would break down as ridiculous if it were not so seriously scandalous. But there is no sign that Mr. Roosevelt or his subordinates will do much, if anything, to tame their own avalanche. They are merely threatening the country with more taxes.

Meanwhile, Congress has begun to feel the sting of public scorn for its servility. Taxpayers have come to resent the relief system as it is operated, and are calling it political humbug. They are showing notable signs of advance interest in next year's election of Congressmen and Senators. Mr. Farley's steam-roller, with all its WPA backing, may not work so smoothly in certain Democratic states and districts. Republican voters in many places will endorse and support Democratic Congressmen who refuse to obey orders, against their own awakened sense of public duty.

As we have already remarked, a democracy cannot escape deserved penalties if it delegates all its authority, sidesteps all its responsibility, and accepts the invitation of one self-confident man to let him try the expedient of managing everything, public and private, on his personal initiative. Democracy still has a chance in the United States. With three-and-a-half years ahead of him, let us hope that Mr. Roosevelt can be taught that the emergencies of March, 1933, no longer exist to justify the exercise by him of any authority except that which the Constitution plainly assigns the presidential office. That is enough, and more than enough, for any citizen elected to our highest office. No extra grants of power are needed to enable Mr. Roosevelt to aid a world-peace movement. This is the thing best worth his attention.



The Story of a Month

The President enters his first major legislative battle • The Senate's Judiciary Committee seeks a compromise in the Court issue • Budgetary troubles prompt economy measures, fear of new taxes • Congress prescribes price-fixing for coal, deplores it for steel and aluminum • Company unions go the way of noble experiments • Ontario's Premier flays our C.I.O. • Industry finds jobs for eight million unemployed in 1933 • All business indices up as stocks slump • Management seeks labor curbs as amendments to Wagner Act • New Deal cracks down on A & P under Robinson-Patman Act • Britain produces budget to end budgets • Belgian voters reject fascism • The Spanish War becomes a free-for-all • Japan moves toward totalitarianism • Scientists probe sex life of metals • Two-way radios permit cops to talk back • Colleges flutter as annual payoff nears • CCC sponsors scholarships • Cornell establishes academic junior League • Pulitzer prizes again • Spring sports burgeon anew

THE NATION

PRESIDENT Roosevelt's return to his desk at the White House on May 11 was opportune. A two-weeks vacation largely spent in deep-sea fishing for tarpon off the Texas coast had prepared him for the first legislative battle of his presidential career. One week later the Senate judiciary committee was to vote upon—and possibly reject—his plan for liberalizing the Supreme Court.

For the first time in four years the President has a fight on his hands. Yet it is widely assumed that he is too good a politician, and that Lieutenant Farley is too keen a political mathematician, to have gone in so deep without assurance that they know the way out.

Four years ago whatever Franklin Roosevelt recommended was accepted in both branches of Congress without the dotting of an *i* or the crossing of a *t*.

The President also has taken the initiative in an effort to halt new appropriations by Congress and to reduce expenditures already authorized. "New factors"—arising since his budget measure of January—"have so altered the fiscal situation" as to require a revised budget in April.

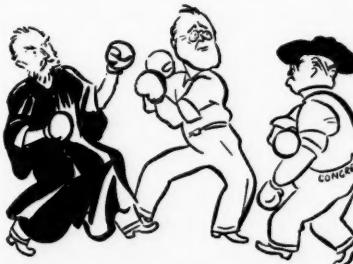
A fourth phase of recent presidential activity (counting fishing as one, his court fight as another, and economy as a third) is Mr. Roosevelt's seizure of Tuesday and Friday press conferences as oc-

casions for apparently casual remarks that send jitters through commodity and financial markets. More about some of these matters in paragraphs that follow.

Court Issue

After seven weeks of public hearings, held to ascertain the feeling of the country, the Senate judiciary committee began on April 27 to seek a compromise substitute for the President's plan to add six younger members to the Supreme Court, five of whose nine justices are 75 or older.

Alternative plans are legion. A popular one (sponsored by Pat McCarran, Democrat of Nevada and member of the judiciary committee) provides for two additional justices without urging any present member to quit. Thus the President would appoint two liberals, possibly from



among his own Brain Trust, and 4 to 5 decisions against his legislation would become 6 to 5 decisions in his favor. The furore against his fifteen-justice Court, six of whom would be his own appointees, would subside. The American Bar Association's poll of lawyers showed 14,333 for the President's plan and 56,153 against it.

Just as the Supreme Court's decision (April 12) upholding the Wagner Labor Relations Act had given a near-death blow to the President's plan, so a later decision on the Social Security Act—possibly to be handed down on May 17—was widely expected either to revive his cause or to kill it completely.

It is understood, at this writing, that the Senate judiciary committee is divided 10 to 8 against the President's plan, with its vote set for May 18. A switch of two votes would be necessary for the President to keep his proposal from being killed in committee. To save the President's face any compromise seemed a welcome way out.

Economy

BUDGETS presented by the President early in January of each year cover twelve months beginning with the following July. They look ahead eighteen months. Lately it has been the presidential custom to revise the budget when it goes wrong, and request a deficiency appropriation.

Thus it was the President's misfortune to have to confess on April 20 that his budget of January 5 was wrong by \$337,000,000 in the matter of receipts—for the present fiscal year. The deficit for this year, ending June 30, becomes 2½ billion dollars; and the deficit now expected for next year (which was to have shown a balanced budget) is \$418,000,000.

But the President proposes to eliminate next year's deficit by withholding "a substantial proportion of the funds available for that year" and by liquidating the assets of certain of the emergency agencies. "The success of our whole program and the permanent security of our people demand that we adjust all our expenditures within the limits of my budget estimate." The President took this occasion to scold Congress for proposing public works, flood control, and highway construction after the budget had been submitted; and yet the budget was submitted on the third day of the session.

A week earlier the President had ordered the executive departments and independent establishments to eliminate or defer all expenditures not absolutely necessary during May and June. He expected "substantial economies".

The President found Democratic leadership in both Senate and House willing to carry out this sudden demand for economy. In the Senate, Mr. Byrnes of South Carolina proposed a "horizontal" cut of 10 per cent in all appropriations,

including those already passed. In the House, Mr. Cannon of Missouri proposed an "adjustable" cut of 15 per cent. Under the Cannon plan the President would be



given power to withhold or enforce the 15 percent cut on individual projects; and this was not wholly satisfactory to Senate leaders.

Relief

IN THE matter of work relief, the President asked Congress to provide \$1,500,000,000 for next year and to make that fund available June 1 (instead of July 1). For this current fiscal year \$2,650,000,000 has been required, and the fund is to be exhausted before June is out.

Assuming that \$75,000,000 will be allocated to the National Youth Administration, and \$75,000,000 to the Resettlement Administration, and that large amounts will be used during June, it would mean that only 1,600,000 W. P. A. workers could be taken care of (at the present average cost of \$800 a year) with what is left of 1½ billion dollars. This is 540,000 less than are now on the rolls. One out of every three would be dropped.

On May 2, Harry Hopkins of W. P. A. reported upon state and local expenditures for relief and work to the end of 1936. Here are the totals:

1933	\$338,793,000
1934	641,808,000
1935	714,637,000
1936	1,244,953,000
	2,940,191,000

An independent survey by the New York *Herald Tribune* indicates that the President possibly underestimated the number (2,150,000) now receiving federal aid. Official figures supplied to that newspaper by thirty-five states show 2,513,000 cases on state relief rolls. Ten other states give no direct relief. No figures were obtainable from the remaining three states.

Eight million non-agricultural workers have gone back to work since March 1933, but relief rolls continue to rise.

Taxes

THE Treasury will be prepared by November, said the President, to present to committees of Congress sugges-

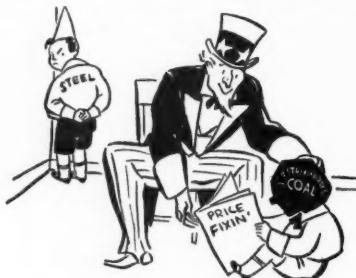
tions for "such new and additional taxes as may be necessary." Sources most discussed outside of Administration circles are (1) higher taxes on small incomes and (2) a sales tax. Both are filled with political dynamite in a congressional-election year.

At the moment when the President was speaking, Britain's Chancellor of the Exchequer was presenting to Parliament and to taxpayers his plan for increased taxes. Of importance to us is the increase of three pence in the income tax, bringing the rate of five-shillings-in-the-pound or exactly 25 per cent. A married man with one child earning \$5000 yearly pays \$582 income tax in England, while his fellow worker in New York pays federal and states taxes that aggregate \$190.

N.R.A. for Coal

ON APRIL 26 the President signed the Guffey-Vinson Coal bill, establishing federal control of prices and practices in the soft-coal industry. The Supreme Court last year invalidated a similar measure that included regulation of wages and hours of work for miners. This new law is one of several pieces of legislation written by Congress under indirect guidance of the court.

A national Bituminous Coal Commission is created, with seven members appointed by the President; two representing producers, two the miners, and three the public. This commission will regulate the



industry through a code of fair-trade practices laid down in the law itself. A tax of 19½ per cent of the sale price is imposed on all coal sold within the United States, but code members in good standing are exempt from the tax. A tax of one cent a ton is expected to pay the costs of administration.

The commission has power to prescribe for code members minimum and maximum prices, and marketing rules and regulations, in each of ten specified areas. Weighted average figures of cost, supplied by each district to the commission, are to form the basis for minimum prices; and those cost figures shall be available to the public.

Here we have an experiment in government control of prices which will be worth watching. John L. Lewis, who is first of all president of the United Mine Workers, declares that the new law will "substitute rational stabilization for ruth-

less and devastating competitive practices which have bebauded the industry for decades."

More Airships?

HERR Ambassador, don't lose faith in Zeppelins!" The woman who spoke had been a passenger on the *Hindenburg*. Possibly she was dying; her husband and daughter were dead, and one of her two sons was not expected to survive. But her faith in German airships had not been shaken. Neither has that of the German people. Here in the United States, however, there is less urge than ever to build a successor to the *Akron*, destroyed in 1933 off the Jersey coast, and the *Macon*, destroyed in 1935 off the California coast.

The *Hindenburg* had just completed its thirty-fifth crossing of the Atlantic, and was being moored to the mast at Lakehurst, N. J., when an explosion of hydrogen gas sent it crashing to the ground in flames. Of its 24 passengers and 39 officers and crew, 34 were killed outright or died of burns. One member of the ground force also lost his life.

Theories of the cause of the explosion vary. It might have been electricity in the air after a severe lightning storm, or a spark from a motor, or static making a ground connection via rain-soaked mooring ropes. Plainly, however, it was due to the use of hydrogen gas instead of rarer, more costly, and less efficient helium gas which is non-inflammable. Destruction of the *Akron* and *Macon* had been due to structural defects. Earlier the *Shenandoah* had been torn apart in a gale. American-made dirigibles have used helium gas, of which we possess a virtual monopoly. The Germans use hydrogen, only because of the fear that in war they could not buy helium.

Misfortune never holds the Germans back. Another Zeppelin, the *LZ 130*, will take to the air within six months.

Neutrality

WE SPOKE here two months ago of the mills of the gods that grind slowly. The occasion was the passage of the Neutrality bill through the Senate, the first major achievement of that branch in two months of work. But it required four months for the bill to pass both houses. Indeed, it was necessary to rush the document by airplane to the President, fishing in the Gulf of Mexico, in order that it might be signed (on May 1) before the temporary neutrality measure expired.

Republican opposition claims that the new law transfers a considerable portion of the war-making powers of Congress to the President, for the President is given discretion in administering its neutrality provisions. The House had refused to accept the Senate's mandatory provisions.

Otherwise our neutrality in any future war lies in part in so-called "cash and

carry" provisions. Arms, ammunition, and implements of war cannot be shipped to a belligerent or to a faction in civil strife. But other commodities—food for armies, for example—may be shipped if purchased for cash and transported from our ports in foreign ships. Thus our neutrality would help a future Italy and not a future Ethiopia.

Kentucky colonels held their fourth annual meeting, banquet, and julep reception the evening of the Kentucky Derby horserace at the behest of their führer,

Governor A. B. Chandler. There are now enough Ky. cols. to officer an army of 3 million men, though Ky. herself has a population of only 2½ million. Nobody knows the exact number of these honor men, or how far they would stretch if placed end to end. One estimate is 5000.

The colonelship is more or less co-educational. Mrs. Colonel Anna Friedman is secretary of the colonels and keeper of their Great Seal. Shirley Temple is a colonel. Besides colonels, Ky. enjoys fast/slow horses, fast/slow women, bluegrass, whiskey.

paws on the pay envelopes of Canadian workers."

End of an Era

AMONG the first and most important effects of the Supreme Court decisions upholding the Wagner Act has been the dissolution of a number of "company unions."

Company unions, or "employee representation plans," came into being during the troubled days of the War, and the wave of labor disputes which followed immediately after. In principle, employee representation has provided a form for collective bargaining between management and labor, without many of the objections which management encountered or raised in dealing with professional labor organizers. In general, membership in company unions has been confined to workers within a single plant; no dues have been charged members; officers and policies have been chosen by elections, with joint committees from workers and management to deal with special problems. Most company unions have provided for arbitration in the event of a deadlock between workers and management; most of them have

LABOR

THE validation of the Wagner Act has found the A.F.L. and the C.I.O., chief and rival factions of American labor, only partially prepared for the division of the promised land of new union membership. In the first election under the new law, workers of the Hershey Chocolate Corporation voted against affiliation with the C.I.O. United Chocolate Workers of America, in the ratio of two to one.

In Detroit, employees of the Packard Motor Car Company voted four to one in favor of the United Automobile Workers, a C.I.O. union. In Flint, scene of bitter strike feeling during recent weeks, an independent union was organized for collective bargaining with General Motors in the Fisher Body, Chevrolet, Buick, and AC Spark Plug plants.

Thomas A. Edison, Inc., agreed to recognize the United Electrical and Radio Workers of America, a C.I.O. union; meanwhile, the Consolidated Edison Company of New York had recognized the similar A.F.L. union, the International Brotherhood of Electrical Workers.

The A.F.L. group authorized its president, William Green, to call a conference of its component unions, and to start a drive for funds to be used in an aggressive membership campaign. The conference, to be held in Cincinnati, will map a counter-offensive against the C.I.O.

As an anti-climax to recent events, the A.F.L. voted not to expel the errant unions which left it to form the C.I.O., since the latter groups had already left the official bed and board. The A.F.L. point of view was expressed succinctly in a resolution that, "Under such circumstances it would ill become the executive council to add dignity to a group and to a procedure that from its inception has been steeped in the cesspool of illegality and irresponsibility."

What Is a Strike?

IT HAS been frequently observed that the American public can understand an explanation of events in terms of dol-

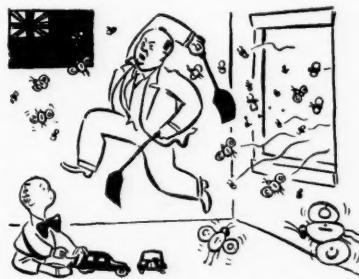
lars and cents, where science or rhetoric might fail.

Now come the insurance company adjusters, with the first realistic definition of a sit-down strike: a sit-down strike is a riot. Such, at least, was the opinion delivered at the mid-year convention of the National Association of Insurance Agents, at Omaha. The decision was based on legal opinions from a majority of the states in which strikes have recently occurred.

The Factory Insurance Association, which includes seventy-five leading companies, has established new basic rates to cover insurance of factory properties against damages resulting from strikes, at five cents for one hundred dollars.

THE strike contagion of the previous month had jumped the Canadian border, into the General Motors plant at Oshawa, Ontario. After a sixteen-day strike, an agreement was reached, granting employees shorter hours, higher pay, and improved working conditions.

Chief issue had been the participation of C.I.O. organizers from the States, vig-



orously opposed by Ontario's Premier Hepburn. By the terms of the final agreement, both sides could claim a victory: the C.I.O. faction, because the company's concessions closely paralleled those of the American parent company; Premier Hepburn, because "paid foreign agitators" had not as yet been able to "lay their greedy



succeeded in settling amicably the majority of problems brought before them.

Chief objection to company unions has come from the organized "outside" unions, whether of the A.F.L. or C.I.O. school. New Deal labor policies have appeared to oppose company unions categorically; during N.R.A. Hugh Johnson found many occasions to crack down on "company-dominated" unions, many of which had, in fact, been hurriedly created to meet various code provisions. The recent success of John L. Lewis in his C.I.O. drive for industrial union organization has done much to shake management's faith in its ability to keep workers contented with the somewhat restricted bargaining powers of their employee representation plans. During the month, Carnegie-Illinois Steel Corporation, International Harvester, and the principal rubber producing companies abandoned the company union plan.

With the passing of the company union, a distinctive creation of the American industrial system must be put down as an unsuccessful experiment. Many observers have found in the plans for employee representation qualities of industrial democracy which professionally organized unions lack. Chief weakness, perhaps, has been

the difficulty of effecting a general wage rise throughout an industry by means of demands made by employees of a single plant. Company unions have lacked, also, the opportunities for personal power and prestige in leadership which draw the greatest efforts of professional organizers.

Some concessions on the part of management, it has been urged, would have made company unions more workable and

acceptable, might have averted so complete a transfer of power to outside and, in some cases, admittedly hostile hands. But with the almost overnight growth of new industrial unions, labor union theory and practice moves to a vastly larger stage than the company unions could have provided, opens new posts of authority and responsibility for ambitious and gifted leadership within the ranks of labor.

time examined that piece of legislation. It had not been expected to pass the court barrier.

The Wagner law thus became the chief topic of discussion at the recent meeting of the United States Chamber of Commerce in Washington. Since the law was written wholly in the interest of labor, and since labor has suddenly become more powerful than industry, the country's business leadership asks that the law be amended "by defining labor practices which are unlawful." Legislation also is urged "that will establish responsibility for the acts of labor organizations."

Labor's former lobbyist at Washington, who now occupies the post of Assistant Secretary of Labor, asked the Chamber of Commerce delegates to give the Wagner Act a fair trial. If labor's new leaders seem inexperienced and unreliable, he argued, industry should rely upon the disciplinary power of older leaders and of



BUSINESS

EMPLACEMENT in non-agricultural lines (in March) is estimated at 34,138,000 persons, by the Bureau of Labor Statistics. This is a gain of 2,298,000 in a single year, and a gain of 8,241,000 from the low point of March 1933.

At the peak in September 1929, 37,000,000 persons were employed. Thus one more year of recovery might show full restoration of employment at peak levels, with this difference: We are aware now, as we were not then, of millions of permanent unemployables.

A separate calculation by the National Association of Manufacturers serves to confirm the Government's optimistic figures of the reemployed. Here the count was for manufacturing industries only. N.A.M. finds 11,000,000 salaried and wage workers in April 1937, against an average of 11,070,000 for the entire year 1929. Iron and steel among durable goods, and textiles among non-durable goods, show far higher levels than in 1929. Lumber products show the worst falling-off.

Backing up these general estimates of people-at-work are a score of more precise reports of prosperity.

Freight traffic for the last week in April reached the highest point for the year, an increase of 14 per cent over the cor-



responding week in 1936 and 36 per cent better than in 1935.

Steel operations have been exceeding 92 per cent of capacity, with tonnage at an all-time high. Pig-iron production amounted to 13.1 million tons for the first four months of 1937, against 8.3 million in the same months of 1936.

Life insurance sales during the first quarter were 8.8 per cent above the similar 1936 period.

Hosiery shipments in February were 32 per cent better than in February 1936.

Building projects in March were 35.9 per cent greater in value than in March of last year (residential projects 87 per cent).

March department-store sales were 20 per cent above last year.

The list of good news seemed to be without end. And yet our favorite barometer, the stock market, suffered its worst decline in years. Using the New York Times average of fifty stocks, market values shrank from 142.93 on March 8 to 126.76 on April 28. Sixteen cents was chopped from every dollar.

Communist Browder, returning from abroad, said that collapse came from a realization that there would be no war in Europe. More precisely, however, it could be traced to a series of apparently casual remarks by President Roosevelt.

The first of these came on April 2, at a press conference, when he stated that steel and copper had climbed too high in price. That day the average price of shares on the New York Stock Exchange dropped 1½ points. On April 26 he warned government employees against the purchase of corporate stocks or bonds or commodities for speculative purposes; and on that day the average dropped 3½ points. Again on the following day, at a press conference, he amplified his views on margin trading, for the country as a whole.

With business booming, according to reports we quote above, the stock market declined to the level of September 1936. U. S. Steel common, as a single example, dropped from 123 on March 31 to below 99 on April 29.

Coincident with this shrinkage in market value of shares of stock came a readjustment of certain commodity prices. Wheat dropped from \$1.61 cents a bushel (in New York) on March 30 to \$1.44 on April 26. Cotton dropped from 15½ cents a pound (in New York) on March 30 to 13½ cents on April 29.

Corn, in contrast, and due largely to drought shortage, reached its highest level in twelve years, rising from \$1.39 a bushel to \$1.52 during April alone.

Wagner Act

WHEN THE Supreme Court affirmed the legality of the Wagner Labor Relations Act, in five decisions handed down on April 12, business for the first

unions of long standing with records for stability, respect for contracts, and comparative peace.

Nevertheless the Chamber, as spokesman for business, voted in favor of revision of this National Labor Relations Act. It asks:

1. A curb on sit-down strikes.
2. Prohibition of political contributions by employee organizations.
3. Outlawing of intimidation by unions and protection of personal rights.
4. Limitation of the privilege of picketing to the giving of information.
5. Compulsory arbitration of labor disputes in public utilities industries.
6. Prohibition of strikes by employees of Federal, State and local governments.
7. Registration of employer and worker organizations to prevent irresponsible action in labor controversies.
8. Definition, under the Wagner act, of labor practices which are unlawful.
9. Establishment of the responsibility of labor organizations for their acts.

A. & P. on Trial

FIRST important case under the Robinson-Patman price-discrimination act, the Great Atlantic and Pacific Tea Company has been on trial before the Federal Trade Commission. Hearings were held at Rochester, Baltimore, and New York City. The law went into effect on June 19, last year. It is generally recognized as anti-chain-store legislation, and per-

haps it is fitting that the first defender should be the original and still the largest chain of stores.

A. & P., it is charged, bought goods from canners in the Rochester and Baltimore areas, among others, at prices lower than its competitors could buy. The law reads:

"It shall be unlawful for any person engaged in commerce . . . to discriminate in price between different purchasers of commodities of like grade and quality . . . where the effect of such discrimination may be substantially to lessen competition or tend to create a monopoly . . ."

Elsewhere in the law it is declared that the buyer is equally guilty if he knowingly receives price discrimination. Since it is easier to bring suit against one big purchaser than against scores of canners, A. & P. becomes the real defendant. Another provision of the law, wholly new, makes the defendant prove his innocence. A. & P. must show that it was justified in paying lower prices for canned goods than its competitors paid. The hearings continue, in the South and West.

• • •

Some of Europe's gold has come to the United States (at \$35 per ounce instead of the old value of \$20) for exchange into the securities of established industry. Shares of U. S. Steel common owned abroad, as an instance, have grown unbelievably in number. As of March 31 in each year:

1930	171,947	1934	331,629
1931	182,804	1935	443,064
1932	215,908	1936	524,649
1933	284,318	1937	726,217

Even during depression the number of common stockholders grew. But after four years of recovery it is two and a half times as large as in gloomy 1933.

Business Has a Job

DURING the past year it has become increasingly clear to business men that they are faced with a dual job of salesmanship. Not only is the ancient and honorable job of selling goods to tax their efforts, but a more difficult task must be seriously undertaken—that of restoring confidence in business itself, destroyed to a dangerous extent by political attack.

The part that advertising can play in this attempt is described in two recent addresses. Raymond Moley, former "brain-truster" turned magazine editor, tells the American Association of Advertising Agencies, gathered at White Sulphur Springs, that "your job is to see that American business is believed. Because when it is believed, politicians are going to praise, foster and encourage it, not use it as a whipping boy to divert attention from the mistakes of politicians and of government. I believe that business has a good case, that the system—call it capitalist, or profit, or profit-and-loss—under which it operates, has proved that it is essentially sound."

Addressing the Association of National Advertisers, at Hot Springs, Va., H. A. Batten, president of N. W. Ayer & Son, large advertising agency, declares that "American business must put its own house in order, dedicate itself unselfishly to the public good and systematically seek to win back the lost friendship and confidence of the public through advertising.

"If I had something vitally important to tell the public, I should not rely wholly on the editorial columns of the newspapers and magazines to tell it. I should turn to the advertising columns, and there I should tell my story—when I wanted it, where I wanted it, the way I wanted it, without a line of it left out, or a word changed."

FOREIGN AFFAIRS

NEVILLE CHAMBERLAIN was accused of strip-teasing the British taxpayers as he joyously produced his sixth annual budget in late April. The budget was dominated by the British rearmament program which Chamberlain heartily endorses, as does the vast Tory majority in Parliament. Half the budget goes for war preparations—lest Britons ever, ever shall be slaves to Mussolini.

Hereafter, all the John and Jane Bulls must pay exactly a quarter of their net incomes to the government, plus juicy surtaxes and excess profits if the victims be rich ones. Out of a total expenditure of roughly \$4,635,000,000, some \$2,470,000,000 will go to the fighting men and debt service. There was a deficit of approximately \$33,000,000 for the preceding year, though Neville had expected a surplus.

Neville was slated for the premiership, to succeed Stanley Baldwin after the mid-May coronation ceremony. General Pershing, Admiral Rodman, N. Y. Jimmie Gerard, and Philadelphia Curtis Bok represented your Uncle Sam, with and without knee-breeches, at the royal shindig. A fair idea of this imperial mummery

document, to be passed by the two-house Irish parliament and later by the Irish people in a national referendum.

There is no more Irish Free State; it is now the Eire republic, democratic and independent. The office of royal governor-general is abolished; the president is supreme seven-year executive who appoints his own premier and cabinet. King, British Commonwealth, and Empire are not



may be garnered from the new Mark Twain movie "Prince and Pauper," which goes to great trouble in the matters of king-crowning detail. Had ex-Eduard VIII shown up for the coronation, amidst general roughhouse, the picture would be even more realistic. There might have been an East End coup d'état to oust the none too popular George VI.

Ireland, Republic

PRESIDENT De Valera has promulgated a new Irish constitution, written by himself. It is an interesting revolutionary

mentioned in any way; Eire hopes, sooner or later, to include Northern Ireland which is still part of Great Britain. Gaelic is the official language, with English secondary. The Irish Supreme Court is haven of last appeal, supplanting in that respect a former function of the British Privy Council at London.

De Valera will run for the new, American-type presidential office, the vote being direct, secret, and universal, and employing proportional representation for parliament. The Senate will remain with 60 members: some appointed, others representing the universities, two-thirds chosen by vocational groups. With no state church, Catholic influence is very strong. There can be no divorce in Eire for anything, and divorced persons may not be married on green sod. This provision makes Nazi Germany appear liberal. It arouses jeers in "backward" England, where divorce is being extended legally.

The De Valera document combines our own Declaration of Independence with our Constitution and Bill of Rights. It treats the British Commonwealth of Nations as it does the League of Nations—both are ignored as alien international bodies that Eire may or may not coöperate with, depending on how she feels. No titles of nobility may be conferred—a wise gesture. But "moral" censorship is imposed on

radio, press, and cinema, which may stultify artistic expression.

This was Ireland's gesture to the top-heavy British coronation of May 12. Simultaneously the not-so-royalist London busmen (30,000 strong) went on strike—a much more serious coronation threat than Dr. De Valera.

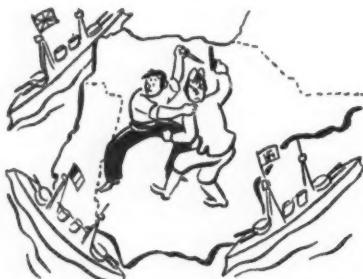
Belgium's Rex

FASCISM took a thorough April beating in Belgium in a dramatic by-election between personalities. Premier Paul Van Zeeland, a former Princeton graduate student, defeated young Leon Degrelle, handsome, hectic, in the Brussels parliamentary district—a colorful duel in which 76 per cent of the voters out-balloted Degrelle's noisy, rough-tough Rexists. Degrelle is 30. Van Zeeland is 43.

Van Zeeland was supported by Catholics, liberals, socialists, and communists in coalition, the king and the top-cardinal lending him their approval. Degrelle is pro-German, admires Hitler, and has the partial backing of Flemish nationalist elements which dislike the French half of Belgium and want autonomy. Nobody expected Van Zeeland to score so overwhelming a sweep, least of all Van Zeeland himself, an accomplished non-partisan economist.

Fascism is thus set back in Belgium, although in other lands it continues to gain. Belgium—population 7 million—is half French and half Teutonic, and there is considerable interracial friction. The Flemish sections, or parts of them, were friendly to Germany in the World War. Their support of the fascist Degrelle did that flashy youngster harm rather than good. "Rexism is not dead. Long live Rex!" said Degrelle. Degrelle is Rex.

Meanwhile, England and France formally released isolation-minded Belgium from her obligation to aid them in wartime. (This Belgium had undertaken to do by the Locarno agreements of 1925.) The Anglo-French pair will, however, guarantee Belgian neutrality against attack, as in 1914. Thus Belgium sheds her liabilities, retains her assets.



Spain Blockaded

IN 1935 an international military force—British, Swedish, Dutch, Italian—policed the tricky Saar referendum with marked success. In 1937 comes an international naval blockade of the Spanish

civil war—British, French, German, Italian. A non-intervention committee of 27 nations backs this effort to keep out volunteers and munitions.

British and French ships were to blockade rebel-held territory; while German and Italian navalists shut off supplies from loyalist areas. British boats watch north and south coasts of Spain and the Canary Islands. French craft guard the northwest coast, Spanish Morocco, and Majorca. German ships patrol the southeast coast; Italian ships dog the east coast and Minorca. Naval patrol-strengths are unlimited.

The Franco-Spanish frontier has been apportioned some 130 international land observers; while the Portuguese-Spanish frontier receives 130 British land inspectors with an unlimited right of search and snoop. The observers are equipped with autos, motorcycles, diplomatic immunities, political backing.

Meanwhile, Franco Spain has been organized into a one-party, totalitarian fascist state, forcibly merging peasant monarchists, city fascists, and reactionary syndicalists into a Spanish Traditionalist Phalanx of National Syndicalist Workers' Youth—a name which tries to incorporate all of Franco's varied rebel supporters. This S.T.P.N.S.W.Y. now has 1,300,000 members, with perhaps 100,000 of them actually fighting. There has been tremendous bitterness between fascists and monarchists, as also between Italian mercenaries and Spanish rebel regulars.

Emilio Mola, an able Cuban, was leading the rebels against Bilbao, Pittsburgh-like Basque capital in the extreme north, as five loyalist airplanes sank the *Espana*, most powerful battleship of Franco's fleet. The 16,000-ton *Espana*—whose loss is a worldwide military lesson—was blockading Basqueland. In Barcelona Catalan anarchists rose against the moderate loyalist government of President Luis Companys, but were partly put down, partly talked down. Internal dissension was plaguing either side under the continued war strain. Betting was now on the long-suffering loyalists.

War Planes

RUSSIAN pursuit planes with snub noses have given the Spanish loyalists aerial supremacy, with the following specifications: 1934 and 1935 models . . . 9-cylinder Wright Cyclone air-cooled motors of 600 horsepower . . . built in Russia under American license . . . each with 4 machine-guns and light bombs . . . speed of 225-250 miles an hour.

German and Italian rebel planes, with out-dated motors, have a maximum speed of only 150-180 miles per hour. Some 18 of the faster loyalist machines held up more than 50 German Junkers in the initial attacks on Madrid; and it is estimated that close to 11 rebel planes have been knocked out to every 4 loyalist planes demolished in action.

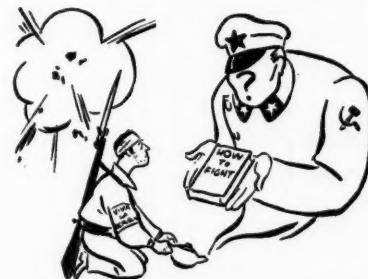
When it comes to the world armaments race, the British Empire is first with an aircraft total of 4,000. Then rank France, 3,600; Russia, 3,400; Italy, 3,200; Germany, 3,000; America, 2,200; Japan, 2,000 planes. Germany has jumped from 600 to 3,000 in the last two years—to fast for efficiency. She is short on raw materials for airplane manufacture.

The German aviation fleet comprises 600 heavy bombers, with another 1,000 in reserve; 300 light bombers, 400 in reserve; 300 pursuit planes, 400 in reserve. England and Italy are pushing their air programs with a vigor nearly equaling the Germanic, each having added 400 planes to her military flying corps since 1936. Cock-of-the-walk Japan is surprisingly unenterprising when it comes to preparation for and execution of war flying.

Russian Agent?

HERE ARE not many Russians in Spain—a few flyers, tankmen, advisers; a number of white exiles from Paris; a fair amount of war equipment. There has been, however, one extraordinary Russian on the loyalist side—a true international expert indeed. He has various fake names such as Goren, Wolff, Skobolevski.

His ancestors were medieval crusaders with Godfrey de Bouillon. His real name is Von Rose, a Baltic baron of noble, snooty stock. Several earlier Von Roses were czarist generals or fighting couriers. He was born in 1892, so the legend goes, and fought for the Czar in the World War. In 1917, like some other aristocrats,



joined the reds, did well in the Red Army, fought in the civil war at Kazan and Kursk with marked success, changed from Baron Von Rose to Comrade Goren. In 1921 he squelched the famous revolt of the Kronstadt sailors with 2,000 cadets; became a general of division; received a Soviet decoration held by only seven others. Then came a bad nervous breakdown and a course in psychiatry.

In 1923 he went to a hopeless Germany where all was awry. Here he became Skobolevski, planned a revolutionary triangle of Berlin-Hamburg-Leipzig as a red nucleus. (West, south, and east were to be neglected for the time being. The ruined middle-class was to co-operate in a Popular Front.) A premature Hamburg riot was stamped down, the plan failed, Von Rose was arrested. The influential Stalin came to his aid and he was finally

freed in 1926—traded for fourteen Germans who had been in jail in Russia. He went home very, very ill, recovered, worked on army organization matters. In 1932 he went to Chinese Turkestan—Sinkiang—and succeeded, remaining four years there as a sort of sub-dictator.

Von Rose has become an anonymous legend; believe it or not. So anonymous, indeed, that many Spaniards are inclined to doubt his existence.

Austria's Future

AUSTRO-SCHUSCHNIGG and Italo-Mussolini conferred at Venice on what on earth to do with Austria, European head without a body since 1918. For years the Iron Duce has acted as Austria's protector against Germany, dominating Austrian foreign policy and keeping troops on her southern frontier ready to strike.

Now Italy and Germany have become close pals. Germany has rearmed. All is changed. Premier Schuschnigg wants to bring back to Austria the Hapsburg monarchy, in order to keep out the nazis and stabilize Austria's precarious independence. Mussolini, who once favored this move, now disapproves of it—to Schuschnigg's dismay. Mussolini indicates that if Germany takes over Austria, Italy will do nothing about it.

With Germany, Italy, and the Little Entente of Jugoslavia, Czechoslovakia, Rumania all against a Hapsburg restoration, it can hardly occur. Germany, Jugoslavia, and the Austrian nazis favor Austro-German union; Italy does not especially care any more. The monarchist Schuschnigg has only a minority support within his own Austrian country. He will try to carry on independently, but with an unpromising future. (Incidentally, Schuschnigg himself hails from Germanic South Tyrol, annexed—woefully enough—by Italy after the World War.) Mussolini has recently concluded a close five-year pact with Jugoslavia; he cannot be intimate with Schuschnigg's policies too.

Keynote to German internal politics is a triangular scuffle between nazis, communists, and Catholics. The dominant Hitler faction asserts that Catholics and communists are working together, sub rosa, against the nazi regime. There is considerable evidence to support this contention, despite Al Smith's spirited attacks on communism in New York and the Pope's broadsides launched from Rome. In short, Catholics are assailed in Germany as communistic.

On the other hand, German Catholics accuse the nazis themselves of being virtual communists—especially the anti-Christian, neo-pagan trio of Rosenberg, Himmler, and Schirach. These nazi extremists, atheistic and holding left-wing economic views, are said to favor a *Kultur Bolschewismus* which is essentially closer to Moscow than to Rome. Thus German Catholics and German nazis, at odds,

hide each other bitterly for acting like semi-reds.

In Spain the Catholics & nazis are working together against "dominant" communists. In Germany Catholics & communists join hands, at least to some extent, against the ruling nazis. In Austria nazis & reds coöperate, in a sense, against the Catholic oligarchy which holds power. Within the British Empire nazis, communists & Catholics—all three—are indirectly united against the imperial edifice: Catholics in Ireland and Malta, communists everywhere, nazis in Southwest Africa and from without. On the other hand, the resourceful Empire is glad to coöperate with any of these three international forces wherever and whenever its imperial interests may be furthered.

Hayashi, Dictator

ON THE last day of April, aent a light vote, listless Japanese balloted 6 to 1 against the militarized cabinet of Premier



General Senjuro Hayashi. Apparently it did them no good whatsoever, for the Hayashi government was slated to stay in office anyway. Conservatives, liberals, and laborites alike were united against the premier, who is showing fascist proclivities.

It seemed to be the last general election held under normal democratic rules, for a parliament half the present size may be organized along occupational or proportional lines which eliminate political parties, as in fascist Italy. Japan is moving toward the dread totalitarian state as it coöperates internationally with Germany and Mussolini. The feud between liberal business men (who control the traditional political parties) and die-hard army and navy men continues.

The gigantic industrial, banking, and

transportation firms of Mitsui and Mitsubishi enjoy the special enmity of militarists; while the Kwantung army of Japan, stationed on the Asiatic mainland in North China and Manchuria, is practically autonomous—as was Franco's North African army before the Spanish civil war. General Hayashi cares no more for popular election verdicts than did General Franco. There is this essential difference, however: Japanese fascists have vigorously championed the overworked, underpaid masses against their employers. The fascist Franco's social policies are the reverse.

Deadlock in India

The 1937 Indian constitution, so widely heralded, is hardly working well. The nationalist Congress party of Gandhi and Nehru has rejected it as a snare & delusion. Congress candidates, in the eleven provincial elections, won an absolute majority in six provinces, showed themselves the leading party in three more, lost in only two. Congress supporters are mostly Hindus, and the party has little hold in the Mohammedan northeast and northwest. From the Himalaya mountains down to Cape Comorin it has the popular votes—which favor independence.

After the electoral victory there was great confusion. Constitution-hating Congress candidates, paradoxically victorious under the constitution, demanded through Gandhi that British provincial governors forego their mighty veto powers if the Congress victors were willing to form majority ministries. The governors refused to compromise. In six provinces the Congress party refused to form ministries, and bogus ministries were formed by the governors.

This very fact of trumped-up minority rule serves to wreck the new constitution—through the chaos in provincial legislatures. More surprising is the Congress party land-slide when it be remembered that it is predominantly socialistic, whereas the new Indian franchise is confined to property-owners and anti-Congress minorities have been carefully overrepresented. There now is virtual deadlock, and the independence drive continues. Pundit Jawaharlal Nehru more and more eclipses goofy Gandhi as leader of the Congress movement.

SCIENCE

THE DISCOVERY of a new male hormone by the use of which an impotent male may be given potency for relatively short periods of time was announced at the annual convention of the American Chemical Society held at the University of North Carolina.

The hormone—epiallopregnanolone, shortened to EAP—is excreted from fe-

male kidneys during the time of pregnancy. Why women should produce a masculine activating agent is not known. One theory is that it may not harmonize with the natural functioning of the female body, and must be disposed of. Scientists revealed in private discussions that the discovery, with concomitant developments, may have wide effects in other fields. Possible

control of cancer in women who have passed the menopause has been suggested. The new hormone was discovered at Pennsylvania State College.

Of almost parallel importance with the finding of the hormone is the working out of a process to produce it artificially. By such synthesis EAP can be produced in sufficient quantities to make its medical application possible. Previously other male hormones were priced at \$50,000 an ounce—approximately as high as radium. EAP has been found to have ten times the potency of the original male hormone, androsterone.

Natatory tourists South America bound take heed. Relaxing in the drowsy waters of the tropics—in addition to swimmers—is a species of electric amphibian known locally as "executioners." They come by their title honestly, possessing a mere matter of as high as a 600-volt potential current. Similar in appearance to an eel, they sometimes reach a length of six and one-half feet.

At Belen, Brazil, two American scientists, Dr. Richard T. Cox, professor of physics at New York University, and



Robert S. Mathews, anatomist at Columbia University, just returned home, caught one of the odd species. It is disappointing, however, in size (three feet) and in voltage (380). The electric charge of the creature is carried in external "cells" mounted on either side of an incipient spinal column. It will stun a man.

The ordinary South American electric eel is actually not an eel but a fish. Electric organs extend four-fifths of the length of the body. The current passes from the tail, through the object to be stunned, to the head of the fish. Indians, according to report, deplete the electric charge of the fish by driving horses into the ponds to absorb the electricity. After this the fish are caught and eaten.

Carnegie Institution, D.C., is all agog. Scientists have discovered a flaming red throne, jade-encrusted, within an ancient pyramid, earth-covered, bush-shrouded, at Chichen-Itza in Mexico's southerly Yucatan. Savants believe that this royal affair belonged to the ancient Mayan rulers.

The burrowing men of science chiseled their way into the pyramid, around the sides of an interior pyramid, and up into a couple of concealed temple rooms under the apex. A fancy jaguar was found

inside a stone box—jade inlaid, with white stone fangs, green eyed and spotted. Nearby lay a reclining human image, and jewelled nifties and odds and ends. Apparently the stuff has been sealed up since 1200-1500 A.D.; is still in good shape.

Mexican officials will leave the objects just as is, but have varnished them for preservation and installed artificial lights. Visitors can now tortuously get in for a scientific peak at this sacred center of the long-extinct Mayan civilization. (Dr. Sylvanus Morley of the Carnegie staff in Washington is local expert on the redhot subject.) Ancient Mayans are supposed to be the last word in Amerind skill, culture, grandeur—bigger and better than Aztecs or Incas. This latest archeological bag is tops for the New World.

Marking another step in civilization's battle against crime is the equipping of the Schenectady, N.Y., police patrol cars with two-way radios. Each of nine patrol cars carries a 15-watt transmitter, a receiver, an antenna filter, and a rod-type antenna. Headquarters equipment has a 50-watt transmitter. The sets, developed by the General Electric Company, permit cars on opposite sides of town to talk to each other through the medium of the headquarters station.

Vindication of the primitive medicine man is urged by a Yale scientist. Prof. Nathaniel Sherman declares, "He got results. He actually cured patients." Professor Sherman's statement was made in regard to the effectiveness of the medicine man in the field of what is today called psychiatry. This practitioner of antiquity—and of today, in numberless parts of the world—was seldom called on to treat bacterial diseases, for the reason that most of his patients died by accident or in battle. His chief concern was with the mental condition of the group individuals. He succeeded because he understood the psychology of those whom he treated.

The scribbling of court stenographers has long been tradition in the ritual of obtain-

ing justice. A new device may replace these officials. Transcribing the testimony and the remarks of the court on wax cylinders, it can repeat, through a loud speaker, any of the words spoken in court. Microphones scattered about pick up the words of witnesses, judge, and lawyers.

A puddle-jumper proper is the motor-wheel



recently introduced. The rider perches on a spring seat just ahead of the rear wheel, puts his or her feet on the low running board, opens the throttle, and hangs on. Built much like a scooter, the vehicle is powered by a three-quarter horsepower, four-cycle, air-cooled gasoline motor. Top speed is 35 miles per hour. Gas consumption is 120 miles to the gallon: California to Chicago on \$2.50. Equipment includes horn, headlight, tail-light, and pneumatic tires.

Bouncing a two-pound steel ball on a plate of quarter-inch glass from a height of six feet, and standing a three-ton elephant on a yard-square pane of half-inch glass, may bring visions of millennium to the small boy with the baseball. A new type of glass, called Tuf-Flex, tempered by suddenly cooling both surfaces with jets of air, can withstand such unusual stresses.

Runs mean to women not baseball but stockings. For office workers the greatest cause of stocking purchases has been the splintery inside corners of old wooden desks. A recent type of desk has rubber corners inserted into the desk legs. Runs on other legs are thus eliminated.

EDUCATION

AS INEVITABLE as spring and June brides is the annual commencement of thousands of graduates—some to schools of higher education, most to the business of getting on in the world. Educators prepare now to speed to distant schools, prepare to deliver commencement addresses. Teachers make plans for summer vacations. Many will attend the NEA convention in Detroit, June 28 to July 2.

College presidents brave themselves to face retirement. Dr. Mary Emma Woolley of Mount Holyoke will be succeeded by Dr. Roswell Gray Ham, of Yale's

English-lit. department. Yale's own Dr. James Rowland Angell—after sixteen years in the presidency—makes way for Dr. Charles Seymour, now provost of the university. Dr. Livingston Farrand retires as president of Cornell University, with Edmund Ezra Day, director of social sciences at Rockefeller Foundation becoming Cornell proxy. Clarence Addison Dykstra, city manager of Cincinnati, assumes the headship of the University of Wisconsin in succession to Glenn Frank. On April 1, Dr. T. S. Kerr became acting president of the University of Idaho.

Dr. Nicholas Murray Butler, president

of Columbia University, announces that he will retain his present position indefinitely. Dr. Butler is 75, and has been president of Columbia for 35 years. The university has a rule whereby retirement may be voluntary or involuntary at the age of 65. Columbia Teachers College compels retirement at that age.

In New York State 10,000 teachers organized the New York State Federation of Teachers Unions, affiliated through the American Federation of Teachers with the A.F. of L. . . . In Mexico 60,000 school children went on a sympathy strike for the 800 students of the government charity school, who want self-government. . . . Throughout at least 46 nations are scattered German scholars emigrated since the advent of the Nazi government. The minority are Jews by religion. . . . University of Texas regents request of Gov. James V. Allred and the state legislature full restoration of faculty salaries, slashed during depression years. . . . Recommended to the legislature of North Carolina was a 10 per cent salary increase for all state employees, including school teachers. Previous cuts had run as high as 38 per cent. . . . Now undergoing committee hearings in the House of Representatives is the Harrison-Black-Fletcher bill providing \$300,000,000 annual aid to local education. . . . Suspension of work on the Florida Ship canal elicited the suggestion from Dr. John J. Tigert, president of the University of Florida, that Camp Roosevelt be used as a school for adult education. At present nearly 500 men and women are receiving vocational training and short courses from the extension division of the university. Courses for state and local officers will be established. . . . Governor Lehman of New York State signed a bill requiring all state and private schools to offer courses in highway safety and traffic instruction. . . . Brown University, since last January under the direction of Dr. Henry Merritt Wriston, has received a gift of \$500,000 for a new chemical research laboratory from Jesse H. Metcalf, former Senator from Rhode Island.

Since the start in 1920 of the vocational rehabilitation program under the direction of the federal Office of Education, more than 90,000 disabled persons have been given self-supporting employment in some 900 different occupations and professions. Many have gained businesses of their own. In 1936 alone 10,338 persons were restored to independence and the feeling of having a definite place in life. This rehabilitation program is carried on through both federal and state agencies under the direction of Dr. John W. Studebaker, U. S. Commissioner of Education. During the last year reports indicated that 44,625 persons were undergoing the process of rehabilitation. Average cost of rehabilitation for a disabled person is not more than \$300, split evenly between state and federal contributions.

Cost of keeping a disabled person in a charitable institution is higher, between \$300 and \$500.

Scholarships for students from CCC camps are being or have been established by 26 colleges. Values range from \$50 to \$1000 per year and would permit stu-



dents qualifying to go on with advanced studies in these schools.

Although the majority of boys enlisted in the CCC are not high school graduates, more than 21,000 of them are at present enrolled in correspondence instruction courses. Both private and public schools and colleges and state departments of education have offered study material at rates ranging from fifty cents to \$1.50 per course—about one-tenth the regular rate. In the camps, students seeking such education are formed into special study groups directed by the camp educational adviser. Attention can then be devoted to each person. Studies most popular are: English grammar, American history, auto mechanics, forestry, bookkeeping, accounting, typing, radio, social science.

The philanthropic shade of Ezra Cornell has been host at Ithaca to a model League of Nations, each college delegation representing one of the League member-

states and so striving to act accordingly.

The youths and maidens voted against a tough resolution to expel from the League any government fiddling around in Spain after June 1, 1937. This was a poke at Italy, as Germany is not a League member. They substituted a measure appointing a commission to regulate the relationship between foreign nations and the Spanish civil war, with power to make recommendations to the League Assembly!

The Princeton Jugoslavs accorded diplomatic recognition to the Vassar Russians, Miss Susanne Cohen impersonating Max Litvinov to a t. If the Belgrade Jugoslavs had as much sense as the Jugoslavs from Nassau Hall, things would be better anent the Balkans. The "Portuguese," "Poles," and "Italians" misbehaved as usual, thereby showing lifelike proclivities. They opposed League sanctions, while China—represented by the Cornell son of Rt. Hon. Wellington Koo—claimed that sanctions were the "only powerful tool of the League." New York University went Ethiopian for the occasion.

Presented to officials of the forthcoming New York World's Fair is a proposal of William Mather Lewis, president of Lafayette College, to set up an exhibit sponsored by a group of universities and colleges. No such exhibit has ever before been made. Dr. Lewis's plan gives complete details for showing the history, growth, and present life of the university and college. A model campus would be set up in the typical college building to be erected. Activities of the university, both academic and extra-curricular, would be illustrated as parts of the whole. Possibility of the use of the exhibit as a focal point for visiting college graduates or one-time students has not been neglected.

ENTERTAINMENT

PULITZER prizes have become harbingers of spring to arty New Yorkers. This year the weather has been mild, and so has been the criticism of the critics' choices. Leading lexicographers of drama and literature agree that the awards were, in the main, judiciously given.

To Margaret Mitchell went the palm for the best novel—her phenomenal seller, "Gone With the Wind." The award might also have been presented to her for the most novel—1037 pages.

To George S. Kaufman and Moss Hart for their comedy, "You Can't Take It With You." Some dissension has arisen among critics about this award. Many claim that the prize should have been granted to a more serious play with a more serious theme. Others point out that this has been a comedy season on Broadway, and that the play was of the best in comedy. Much is made of the fact that

the New York Drama Critics' Circle selected Maxwell Anderson's "High Tor" as the recipient of its own prize. "You Can't Take It With You" has point, is pungent, but lacks completely any ethereal quality.



To Robert Frost (now a three-time winner) for poetry. To Allan Nevins (twice-winner) for biography. To Van Wyck Brooks for history. To Anne O'Hare Mc-

Cormick for foreign correspondence. To John W. Owens for editorial writing. To various newspapers and reporters for public service and news gathering.

The prizes, established by the late Joseph Pulitzer, newspaper magnate, are awarded annually by the trustees of Columbia University, who act on the suggestions of an advisory board.

Sweet 14 is Deanna Durbin, singing starlet of "Three Smart Girls." She hails from Winnipeg in Canada, where at the age of nine months she won first-prize for having the loudest voice in the annual Winnipeg baby show. Three months



after this triumph, her family moved to Los Angeles on account of poppa's health.

The benighted child sang constantly around the homestead, and worried parents thought they had better train her voice. Next came neighborhood and church concerts, local suburban fame. A movie agent named Sherrill heard Deanna warble, and she was "contracted" and put under big-time instruction. Radio programs followed, and the Eddie Cantor Hour. Then came "Three Smart Girls." In that film Deanna sings her way out of a police court.

Deanna is healthy, without nerves or temperament, calm & collected. She lives in a new-fangled glass house, but never throws stones. The dwelling has a sound-proof song-room for Deanna and a trap-door entrance for her pooch-pet, one Tippy. The door is so complicated that Tippy gets bewildered, but he is learning the ins and outs.

Deanna has a new picture: "One Hundred Men and a Girl." To record her four songs for this, she faced a 100-piece orchestra plus 24 microphones—did a letter-perfect sing-job. (Everybody there had the jitters except Deanna.) It was at the Philadelphia Academy of Music. After this splurge, Deanna departed for Winnipeg to see her grandma. Clinical note: One young man of 15, whom we know, has seen Deanna in "Three Smart Girls" no less than six times.

Ultra or bombastic music is finding its insidious way into a growing number of films. Operatic arias have been fitted into the narrative of pictures starring Lily Pons, Lawrence Tibbett, Grace Moore, Jeanette MacDonald, Nelson Eddy, Gladys Swarthout. Great-big Kirsten Flagstad, the latest recruit, is to sing an

excerpt from Wagner's opera, "Die Walkure," in "The Big Broadcast of 1938."

Foxy Leopold Stokowski and his Philadelphia Orchestra contribute a Bach number this season, and the old maestro is working on new methods of sound reproduction as part of his campaign "to send out the greatest music to the greatest number of listeners over the world."

A new development is the composition of original scores for dramatic pictures such as "Lost Horizon," "Prince and the Pauper," "Captains Courageous." Erich Wolfgang Korngold, Ernst Toch, George Antheil, Herbert Stothart, Dimitri Tiomkin, Kurt Weill, Franz Waxman are among composers writing music to enhance screen action.

The unholy skill that they are developing in collaboration with writers and directors promises much for the future. Dreamy Sigmund Romberg is adapting Puccini's "Girl of the Golden West," Boris Morros is planning to produce "Carmen" and "Madame Butterfly," and Jesse L. Lasky has had treatments prepared for two operas.

His Majesty's kinema industry is in bad shape, dontcherknow. In fact, chaos is raising its ugly head and production is taking the w.k. nose-dive. British pictures, at times, have been outstanding and possessed of a whimsy all their national

own. But they have tried to imitate Hollywood too slavishly, and by and large have failed to turn out a technique of their own, as German and Russian movie-minds have done. The American public can not be sold on British productions, and that is that, it seems.

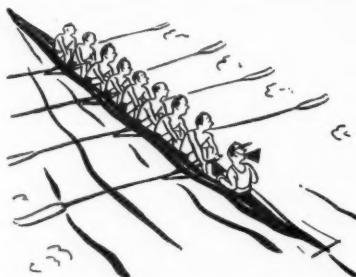
Further, British movie-men are hard-up money-wise. London banks and insurance firms are tightening the old purse-strings. The producers are financing themselves on a virtual hand-to-mouth basis. A would-be producer arranges (a) with a bank for an overdraft sufficient to meet the larger part of the cost of the picture, and (b) with an insurance company to insure the bank against non-payment of the overdraft. The insurance company farms out the risk among a large number of individual underwriters. One contract bore the signatures of 700 individuals, each of whom had underwritten a small part.

If the picture makes good, the overdraft is paid. If not, the insurance company pays it by a proportionate assessment on the underwriters. This scheme is approaching an end, for insurance companies seem unwilling to assume further risks. Authorities in London assert that it is practically impossible to get funds for any important film. Many studios are idle. So it goes Britannically.

SPORTS

OUR SPORTS calendar looks immediately ahead, in amateur fields, to varsity boat races, track- and-field championships, Davis Cup tennis trials, and preliminary yacht races for one more defense of the America's cup that came to us in 1851. In the field of professional sport the outstanding event is Joe Louis' battle (June 22 at Chicago) with James Braddock for the heavyweight pugilistic crown that has rested on Braddock's head unchallenged for two full years.

The boat races at Poughkeepsie, on June 22, may again be dominated by the University of Washington, whose huskies



won all three contests last year and went on to gain the Olympic championship in Germany. All of last year's eight are still in the Washington shell. An eastern crew has not won this race since 1931.

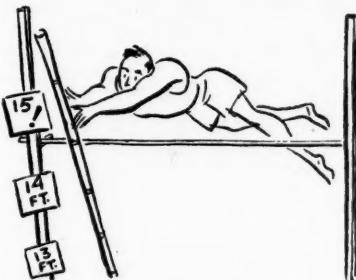
The Harvard-Yale classic at New London, rowed this year on June 24, has been won by Harvard four times out of the last six.

A.A.U. track-and-field championships come on June 25-26, at Milwaukee. Among college meets that pointed toward the championships, two performances stand out: Indiana University's record four-miles in the annual Penn relay carnival, and a new world's record pole-vault by William Sefton of the University of Southern California.

Sefton cleared the bar in April at 14 feet $7\frac{3}{8}$ inches. This is exactly one foot higher than the jump that won the national event in 1935, and causes one to wonder when the ceiling will be reached. In 1909, for example, a pole-vault of 11 feet was high enough to win the national championship. Three years later 13 feet was bettered for the first time by M. S. Wright of Dartmouth. Fifteen more years passed before the bar was raised a foot higher, with Sabin W. Carr of Yale clearing it at 14 feet in 1927. Sefton went over last month with inches to spare when the bar rested at 14 feet $7\frac{3}{8}$ inches, so that 15 feet at Milwaukee is a possibility. In no other track-and-field event has there been such striking improvement in performance through the years.

Indiana University produced four milers at the Penn relay carnival who shattered

the world's record hung up by Hornbostel-Venzke-SanRomani-Cunningham at the Olympics last year. Four miles were run in 17 minutes and 17.2 seconds. The fastest mile was turned in by Jimmie Smith, a Negro. Last year's Negro speed



marvels, led by Jesse Owens and Ralph Metcalf, were sprinters and hurdlers; here we have a distance phenom.

In Davis Cup tennis, the first zone elimination matches were completed on May 1, with long-legged, smiling Donald Budge and short-legged, poker-faced Frank Parker defeating a Japanese team at San Francisco. Expectations are that with more than a score of nations competing, the Australian team of McGrath-Quist-Crawford will meet the United States team late in May at Forest Hills, and that the winner of that match will defeat the English defenders (minus Fred Perry, now a "pro") at Wimbledon in July. Thus would end a British cycle that has lasted four years and that in turn ended a French cycle of six years. The United States last held the Davis Cup in 1926.

Not in this century has a winner of the Futurity two-year-old fall championship at Belmont Park gone on in the next season to win the three-year-old spring classic at Churchill Downs, the Kentucky Derby. So it might have been expected that Pompoo, last year's Futurity winner, would not turn the trick.

When War Admiral won (May 8) no commentator failed to mention prominently that he is a son of Man-of-War, now himself 20 years old. It was in 1919 that Man-of-War won the Futurity and five other stake races. In the next season he won the Withers at 8 furlongs, the Preakness and Dwyer at 9, the Travers at 10, the Belmont at 11, and the Lawrence Realization at 13. He set records that year for 11, 12, and 13 furlongs. Then at the early age of not quite four, Man-of-War was retired for breeding purposes. War Admiral, headed now for the Preakness and the Belmont, may prove to be a wholly worthy three-year-old son of his famous sire.

Equininity is not dead among mad, mechanized Manhattanites. There is a horsey oasis on East 24th Street called Kauffman's. Here is new and second-hand stuff: saddles, stage-coaches, medieval horse-collars, boots, snappy breeches tailored to form-fit, ties and reins, pictures.

Across the street is a livery stable; out in front is a Trojan wooden horse the size of a small elephant. Within are leathery smells and quaint contraptions for riders, drivers, and drovers. The place—Kauffman's—is frequented by a constant stream of railbirds, snoopers, buyers, socialites, ex-aristocrats, fugitives from Georgia chain-gangs.

The saddlery is out of England. The curry-combs are out of a nightmare. The cowboy boots flash and swank. Polo is provided for, as are equine nightshirts and strange souvenirs of field and stream. N.Y. still has many horsemen and horse-vermin. "No matter what you need, if it is for a Horse, a Rider or a Stable, you can get it at Kauffman's."

Rassling is the oldest of American sports, going back to the hairy pioneers and Mississippi river flatboatmen. Its modern mecca—among others—is the N.Y. Hippodrome, a gaudy sort of proletarian palace on tough Sixth Avenue.

No longer are there any rassling rules.

The rasslers grab, gouge, punch, tickle, tackle unhindered and ad lib. Most disreputable of American pastimes these days, it has a loathsome fascination all its own. It is more or less framed-up, and contenders are taught to act so savagely with their grunts, groans, grimaces, that frequently they themselves burst into roars of laughter—as do equally blood-thirsty spectators. Sometimes cops are required to escort an unpopular strong-boy from the ring, lest cash-customers tear him limb from limb.

One popular technique of the promoters is to pit an Adonis against a bestial Tarzan, the Tarzan fighting foully against the entrenched virtue of the manly, clean-limbed Adonis. This enrages the audience to fever pitch. (Sometimes the Tarzan wears a monocle to enhance his unpopularity; he will shake his fist at the crowd and rub the skin off Adonis with his unshaved chin.) Here, then, is rugged American individualism a la Hoover; but the rasslers are Greeks, Turks, Polaks, Polabs, Huns, Vandals.

PEOPLE

HIS PRESENT title is *Father Divine*, though he admits under pressure that he is God. Has been known at various times and in various places by other names and titles—Joe Baker of Alabama; George Baker of Georgia; Major J. Divine of Providence, R. I.; Father Divine of Heaven and Sayville, Long Island; Lord God Jehovah Immanuel of the Universe, Harlem, and more than 100 heavens in dozens of cities. His followers—and there are a few whites among them—sometimes apply to him the title of Dean of the Universe; but with characteristic modesty the father makes no such claims for himself, being content with the minor position of God.

In Valdosta, Ga., in 1914, as "John Doe, alias God," he was tried for lunacy, found of "unsound mind," and freed on condition that he leave the state immediately. Now he claims a following of 20 million—again with characteristic modesty. His much publicized Rolls-Royce has the dignity of antiquity, the stuffing coming out of its upholstery, and a resale value of perhaps \$200 (discounting any additional value accruing because it belongs to God).

In the last month he has been undergoing trying times. Faithful Mary, a former "inebriate tubercular," who ruled over the Newark, N.J., heaven, and who also ran a block of old three-story Harlem apartments renting beds by the week, revolted, sacrilegiously scored this Negro God as a "damned old man," and attempted to win a portion of God's children to her following. But God, the demiurge, wielding his creative power, promised to

his faithful newer, bigger, and better heavens, with a chicken on every plate and purple suits and dresses on Sundays. Faithful Mary, having had her wings not only clipped but well moulted, announces her departure for California.

God last month was arraigned before the courts on charges growing out of the stabbing of a white man at the main heaven on 115th Street, in New York's Negro Harlem. But courts hold no terror for God; he has been in them many times on several charges. Rumor has it that once he served 60 days in a Georgia chain gang.

God is under five feet tall and about 60 years old. He claims that he can remember nothing prior to his assumption of the Throne, his argument being conclusive—one cannot remember what happened before one is "born." Possibly his poor memory can partly be ascribed to the fact that in Baltimore, as The Messenger and George Baker, he clipped hedges and cut lawns for a living. As The Messenger he was under the tutelage of Samuel Morris, a mulatto who had spent much of his time being thrown out of churches for calling himself God. Father Divine, alias etc., has demonstrated greater powers of persuasion.

His fabulous riches are derived from a simple plan. His angels turn over to him all their property on joining his cult, and continue to turn over whatever they make afterwards. For this God feeds them chicken dinners and gives them clean beds in clean rooms—several to the room. Since one precept of God is chastity, men and women are segregated.

Reports of his wealth vary, but that he

has accumulated extensive property holdings is certain. Upkeep on property is cheap, however, when one pays employees little and receives the money back promptly.



ly. But indigent Negroes find his ten-cent meals a boon, and Harlem police like God because he keeps his followers orderly.

George Harvey Davis likes wheat. Wheat was his mother's maiden name. Wheat has been his career since he, at the age of 15, started work as a bookkeeper for a firm of grain merchants. Wheat has made him the largest individual land owner in Kansas, with reputed holdings of 100,000 acres. And now, from his career in wheat, he jumps to the presidency of the United States Chamber of Commerce.

He was born in Amboy, Ill., in 1876, but he has lived in Kansas City, Mo., for the last 50 years. When he was 22 he organized his own company. In 1923 he organized the Davis-Noland-Merrill Grain Company, of which he is still president. Back in 1912 he was made president of the Kansas City Board of Trade.

A director of the national Chamber of Commerce for several years, he is neither Tory nor Trotsky in sentiment. His liberalistic cautiousness made him acceptable to business men, and—it is hoped—will make him sufficiently acceptable to the Administration to maintain the good will that his predecessor, Harper Sibley, established.

On one thing he is, however, opposed to the present Administration: He does not believe in governmental control of industry, particularly not of grain exchanges. He made that evident when he was appointed national chairman of the code enforcement authority for grain exchanges under NRA.

Davis is regarded as a fair counterpart of another Kansan—one Alf Landon. He is hard-headed, industrious, practical, and a Republican. He ran for the state legislature in 1918 and lost. He has an eye for the future. During the worst of the depression, he saw his opportunity in Kansas farm lands. So he bought. And bought. He has enough land now so that he can indulge freely in his favorite sport—horseback riding.

Elinore M. Herrick, who possesses the title of "Mrs." in addition to that of chairman of the Regional Labor Board in New York City and its environs, admits frankly that in her office the laboring man will get

the breaks. Her point of view has been developed through a career that started as worker, rose to boss, and leveled off as mediator.

When still a young woman she was forced to support herself and two sons. First she worked in a shoe-blacking plant, where she had to stand up all day. Then came a job in a paper-box factory. Finally she entered a rayon factory as operator of a spooling machine. There she rose until she became production manager, directing three shifts of workers.

In 1931, as executive secretary of the New York Consumers' League, Mrs. Herrick busied herself with telling women's clubs that lowering wages would also lower the bottom of the depression. By 1933, having been made chairman of the NRA Mediation Board, she was still telling the same people the same story, and pointing out the virtues of the Blue Eagle.

Calm, friendly, plump, soft-voiced, she becomes utterly hard to employers who seek child labor or starvation wages. Her genial blue eyes snap fire, and her tongue is consummately effective in giving vent to her views.

Mrs. Herrick was appointed to her present post in 1933. Actually she has supervision over a fourth of the country's business. During her term of office she has heard 4000 labor complaints. Since the constitutionality of the Wagner Act has been affirmed, the chances are that she will hear a good many more. And the laboring man will get the breaks.

Joseph Warren Madden earns the spotlight because of a Supreme Court decision. Dr. Madden is chairman of the National Labor Relations Board; the Supreme Court decision was that upholding the Wagner Act which created the Board.

Dr. Madden is neither M.D. nor Ph.D., but J.D.—*Jurum Doctor*, or Doctor of Laws. He received that degree from the University of Chicago in 1914, after having obtained his A.B. from the University of Illinois in 1911. He was born in Damascus, Ill., forty-seven years ago, and worked his way, by teaching, first through the Northern Illinois State Normal School, and then through the universities.

Since obtaining his law degree he has taught law at the University of Oklahoma, at Ohio State, at the University of West Virginia, and at the University of Pittsburgh, besides giving summer courses at Chicago, Cornell, and Stanford. Intervening have been periods of private practice. In 1925 he helped to revise and codify the laws of West Virginia. Since 1935 he has been chairman of the National Labor Relations Board.

Dr. Madden has written two books on the law of domestic relations. In labor relations he has the experience of having served as special assistant to the United States attorney-general in 1920. He has also served with several Pittsburgh commissions on social work, housing, policing in industry.

Characterized as "dispassionate, judicial, well-balanced," he will find need of such qualities in his task of mediating labor difficulties. He likes gardening, but will find digging in industrial strife not such clean work as putting around the back yard.

Tazio Nuvolari of Rome in Europe's leading sportsman. In Italian popular estimation he is Big Shot No. 2, his personal pal Mussolini rating as Big Shot No. 1. Tazio is an automobile racer grandissimo; and auto-racing is the Italian national sport, which is to Italy's credit.

Tazio recently was injured at Turin, hitting an Italian tree in practice for a local race. He received contusions of the forehead, mastoids, and chest, and hurt his left ribs to boot, plus nervous shock. But this is nothing to the Italopacemaker, who always rises to ride again.

He is 44 years old. Extremely religious, which keeps up his nerve. A scanty eater, he likes to sleep in long stretches, goes easy on cigarettes and alcoholics. His build is short and wiry, as he squints out of black eyes under black hair now rapidly getting gray. Six times he has been in the hospital, maybe more. Thousands of Italian little ones are named after him.

Tazio came to America last fall and cleaned up in the Vanderbilt Cup, run over the tortuous Roosevelt Raceway on Long Island—a 300-mile spin before 50,000 American fans. He averaged 66 m.p.h.—fast time for a tricky roadrace on the wet—driving a flaming red Alfa Romeo to international victory-or-death.

Racing colors for high-speed cars have long been English green, French blue, German white, Italian red, Yankee polychrome. Generally the red is out in front a la Tazio, Italorace-ace.

Obituary

Larz Anderson, former Minister to Belgium and Ambassador to Japan, 70, April 13.

General Max Von Gallwitz, German commander opposite U. S. troops in the war, 84, April 18.

William Morton Wheeler, professor emeritus of entomology at Harvard, 72, April 19.

James Gillett, Governor of California 1907-11, 76, April 20.

Bruce R. Payne, president of Peabody College for Teachers, 63, April 21.

Nathan L. Bachman, U. S. Senator from Tennessee, 59, April 23.

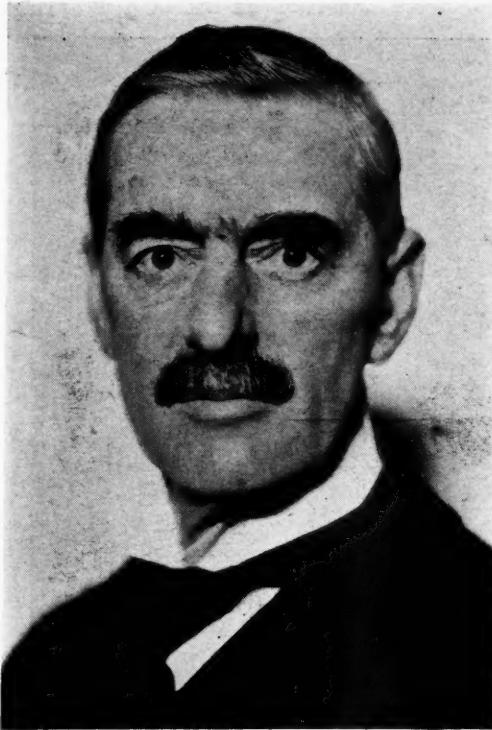
William F. McDowell, Bishop of the Methodist Episcopal Church, 79, April 26.

John G. Pollard, Governor of Virginia 1930-34, 65, April 28.

William Gillette, actor, known for "Sherlock Holmes" roles, 83, April 29.

Norman Hapgood, liberal author and editor, 69, April 29.

Harry S. New, Postmaster-General in the Harding and Coolidge administration, 78, May 9.



BLACK STAR

By ROGER SHAW

CAME THE May coronation of George VI, and Premier Stanley Baldwin was growing very tired. He had waged open war with Edward VIII and succeeded in ousting him. The aftermath was bitter, and above all things the advent of the new king must be sweetened and non-controversial. "John Bull" Baldwin was to go. Neville Chamberlain was to succeed him in the British premiership.

What manner of man is this Chamberlain? He is the living embodiment of a self-made Englishman, of middle-class radical antecedents, sprung from a family clan which turned from the left to Tory tendencies. His august father was old Joe Chamberlain of Birmingham, municipal reformer, imperialist, cabinet minister, wealthy screw-manufacturing industrialist, the man who deserted his earlier humane associations to wage a Boer War as secretary for the colonies. He passed away in 1914.

His eldest son was Sir Austen C., who died last March. Austen, born six years before Neville of a different mother, held many important posts—chiefly that of British foreign minister who turned the Franco-German Locarno trick in 1925.

The Right Honorable Arthur Neville C., born at Birmingham in 1869, is smart family financier. He went to Rugby, like Tom Brown, then to Mason College in the family fief of Birmingham. For seven years he lived in the West Indies; got married in 1911; has a son and a daughter. (His wife was Annie Vere Cole, daughter of an army major.) He entered Birmingham politics as town-planner and alderman, became lord-mayor in

1915. After the war he got the jobs of postmaster-general and paymaster-general; later minister of health and chancellor of the exchequer for the first time in 1923-24. Money was up his alley. Cabinets rose and fell. Then, in 1931, came the "National" government of Tories, some Liberals, a few Laborites. MacDonald and Baldwin were twin Roman consuls of the rather bogus affair. Vitriolic little Snowden started as exchequer chancellor, but in 1932 abdicated the treasury post to lank Neville Chamberlain, who has held the job well into 1937.

Chamberlain began to effect economies, improve the national credit, produce balanced budgets. Anti-free-trade, he sponsored tariff protection. He got the worst of the trade-bargaining imperial conference held at Ottawa in 1932, and at the 1933 world economic conference in London he did nothing much. None the less, he is dependable, industrious, plodding, fearless, hated by the left as was his father before him.

He seems cold and unsympathetic, doesn't get jokes, has few friends except his pal, Stanley Baldwin. His humor is said to be that of one who is the life and soul of a funeral party. He can debate well, keeps icy calm,

MAN of the MONTH

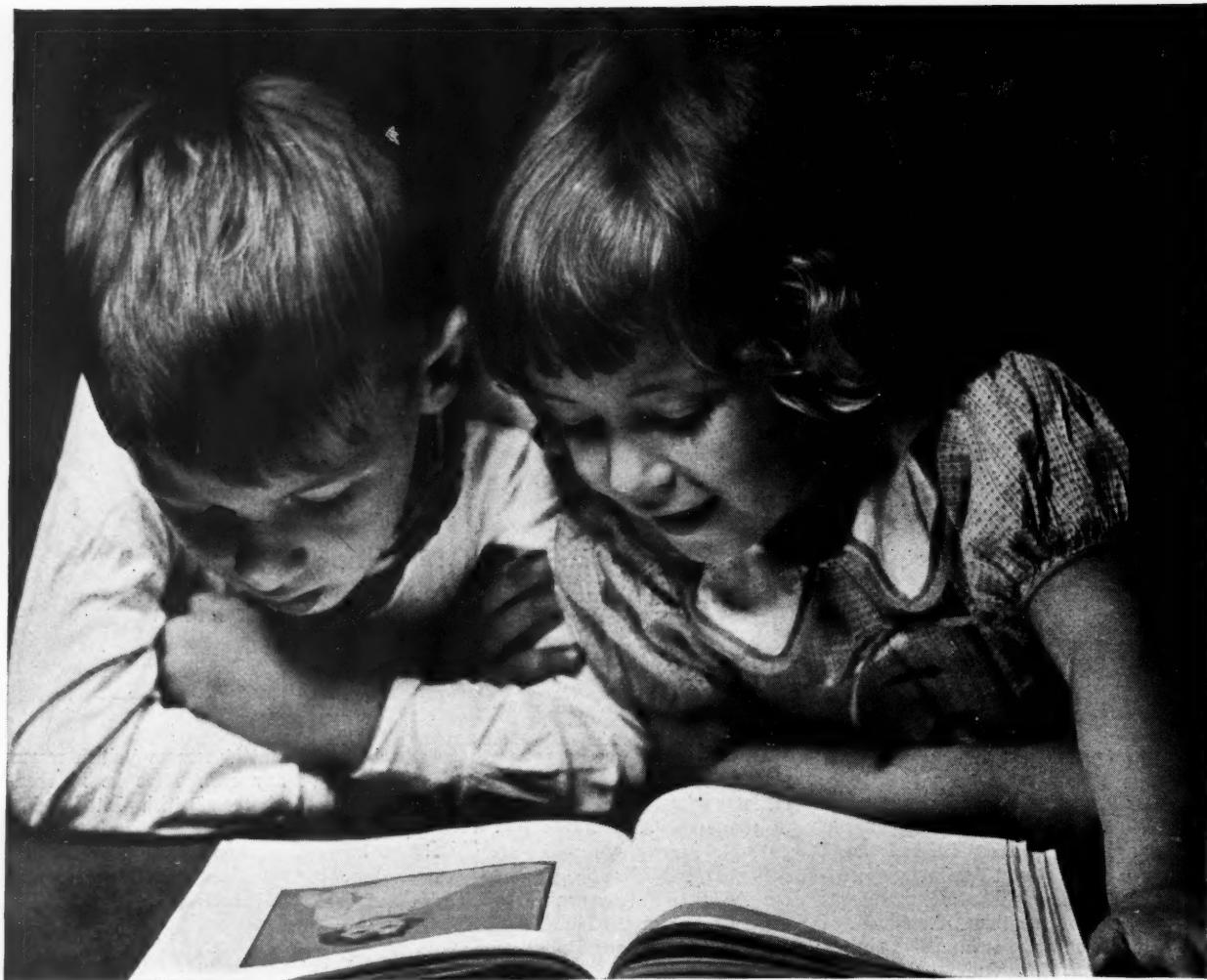
British Big Shot is angular
Rt. Hon. Neville Chamberlain

believes in high-pressure British rearmament at any cost. Here he is, then—product of the British Pittsburgh, a rather uppish bourgeois businessman in the English manner, with all accompanying virtues & vices. Dictatorial, he is diametrical antithesis of a Mussolini!

The statesman and his wife pose for a quick one



GLOBE



CAN PARENTS LEARN?

By ELEANOR SALTZMAN

A WOMAN professionally interested in child study came into her office and sat down a little wearily. "One wonders sometimes whether it is a futile struggle," she said to me. "I just saw a mother from one of our study groups strike her child for something which was her own fault."

Is parenthood an art which cannot be taught? The old axiom, "Mother knows best," assumed that by some alchemy the bearing of a child nourished in a woman infallible knowledge and boundless love. It is a sentiment still clinging to our popular thinking, warming the cockles of our hearts in the pathetic tenor pleading for us, via radio, to tie him to his mother's

apron strings again. I doubt whether anyone claimed infallibility for Father. He was obeyed, and no questions asked.

But in the nineties it became, suddenly, important to study your child. William Preyer started it, with his voluminous, careful record of his son, *Die Seele des Kindes*. In this country others, following the studies of G. Stanley Hall, took it up. Minute records were zealously kept of the squirmings, whimperings, and grimaces of many wee ones, preserving for another generation a mass of indiscriminate detail. But the old divine right theory had nevertheless received a blow. Parents conceded that study might increase the understand-

ing of their offspring that God-given instinct had imparted.

Then in the second decade of our own century came established centers for child study, and in 1930 Katharine Wood Hattendorf received the Ph.D. in parent education from the University of Iowa, the first in the United States. Since that time the movement has gone forward under a powerful impetus. The Spelman Fund grants to child study centers established at several leading universities contributed materially. Morse Adams Cartwright in *Ten Years of Adult Education* estimates that there were 60,000 enrolled in parent education in America in 1934, as against



PHOTOS FROM HARRIS & EWING



15,000 in 1924. These 60,000 were enrolled in 10,000 or more parent education groups, most of them affiliated with the public schools, branches of the American Association of University Women, the Child Study Association of America, the National Congress of Parents and Teachers, county agricultural extension services, and churches and religious organizations. Many of the states have special assistants in parent education serving as staff members of state departments of education under federal emergency education projects. Since 1934 the National Congress of Parents and Teachers has sponsored a radio course with the University of Chicago and the National Broadcasting System. During the year 1936-1937 the American Academy of Pediatrics has joined the Congress in sponsoring this program. To carry on these and the dozens of state and local programs now flourishing, a corps of trained workers needs must come to be. Teaching men and women to be wiser parents is an important and responsible profession.

Note that I say wiser parents. I think we will all concede that wise parents, like wise dictators, wise school-teachers, and wise financiers, are the product of many things in addition to mere study and self-analysis. But we who have believed in child study as a science and who have looked hopefully to the new parent education have felt that they might at least increase, to a degree, the wisdom and understanding of parents. Surely it would ease the tension between mother and child for the mother to know that her own overwrought nerves could generate nervous irritability in her child.

Once in my childhood I remember a young mother and her infant son attending play night at the annual Chautauqua. I think we were seeing "Peg O' My Heart," and in our small town plays of any variety were an occasion. I knew how this bedraggled girl felt. She wanted to see Peg, and Peg she would see. Son should never have come—he should have

been in bed, long since. But he had to see Peg if Mother did, for there was no one to keep him. He cried raucously, and almost continuously. But Mother wanted to see Peg. So she whispered to him over and over, "The sheriff's gonna come git you. See, there he comes. If you don't quit cryin' right away, the sheriff's gonna take you to jail." Yet her son only jerked twice, impatiently. The sheriff had come too often. The child was afraid, perhaps, but not of the sheriff.

I have never been able to condemn his mother. I know the sordid, unlovely background of her life, and I know how much she wanted those two hours of romance and beauty. But I have never been able to forget the little boy's nervous jerking at her voice. And I knew babies' crying well enough to know that his was not the healthy yowling of a robust infant. It was the irritated, weary, almost ill wailing of a nervous child.

I don't think you hear that wailing as often as you once did. I always associate it with Fourth of July celebrations and county fairs and family reunions. Perhaps its fading from the popular scene



means that parents *can* learn, that clinics, better babies columns in newspapers and women's magazines, and child study groups have not been in vain. A pretty fair percentage of our youngest generation now gets orange or tomato juice, cod-liver oil, and sunsuits as a matter of course. There are several magazines for parents with large circulations. The women's clubs, the radio, the parent-teacher groups, universities—all these reach parents long left to their own instincts. An educator said recently that there was no parent now in



Iowa who could not receive some form of parent education. Sex education has taught parents that silence will never do—fathers and mothers must learn frankness and honesty. Negativism, anorexia, integrated personality, and emotional maladjustment are now commonplace terms in parental reading. Mother's subconscious is probably at fault if Son shows tendencies indicative of suppressed desires.

But can Mother do anything about it? Surely psychiatrists have told us, often enough, how powerful subconscious drives are. Study group leaders have come to recognize the overzealous member who in reality rejects her child. Perhaps the mother is herself powerless in the grip of a force she herself cannot clearly recognize, the victim of complexes engendered within her by some subtle, unacknowledged conflict between herself and her husband, or between herself and her parents before her. Can she, by studying habit formation, emotional drives, and recreational needs, resolve that fundamental denial of parenthood within herself?

Or granted her own integration of personality within her environment, and granted that she approaches her problems with as much intelligence and self-control as she can muster, other untoward circumstances may enter. A mother of my acquaintance prepared herself carefully for her son's first sex questions. But she neglected to instruct her husband as well. When the query came, Son happened to be spending the afternoon alone with Father. Father, unprepared, tried to redirect the

conversation, but failed utterly. "Daddy, where did I come from?" That night Son announced confidently to Mother, "I know where I came from. The stork brought me."

Teaching others how to direct children is not easy. Parent education workers recognize this. There is the problem of reading difficulty—roughly 50 per cent of adults between nineteen and forty-five in Iowa in 1925 had only eighth grade education. Most of the material for parents is too difficult for them. Although recent investigations show that adults can learn, can change their attitudes significantly, it depends, to a great extent, upon the learning program. Here a great responsibility rests upon the profession. It is worse than useless to try to teach specific procedures for meeting specific problems. It can only be helpful to see how other parents have met similar ones, and with what success. And so it is that fundamental attitudes, basic emotional honesty, and healthy thinking are points of stress. Can parents learn these, in an active, vital sense, under the tutelage of others?

We hope so. But we hope so humbly. The director of a number of study groups told me recently of a mother who asked her advice, anxiously, concerning her daughter. The child, in early adolescence, had become entangled with a group in which she adjusted badly, yet the turn of circumstances seemed to render adroit approaches to the problem impossible. Mother could see what was happening, but could interfere with the natural course of

events only by a dictum which, to her daughter, must seem only unreasonable dominance. What should she do? Even the experienced leader, herself a mother, could see no clear course. She witnessed the mother's efforts to be wise and to respect her daughter's independence, and could only say, in the end, "You did well, my friend. I couldn't help you. I didn't know. But you did better than you dreamed."

Must problems of parenthood remain individual?

I saw not long ago a mother and father plan every approach to their child carefully, observing their own voices and movements to find the answer to their daughter's temper fits, moments of rebellion, and dawdling. I saw them apply with scientific care everything professionals could teach them of parenthood, and yet maintain easy, friendly relations with the child. I saw them do this, and so I know that some parents can do it. And sometimes it works.

And yet this other mother, perhaps in the same study group, jerked her child along the street angrily because she herself had made a mistake. Is there an answer to be found?

Can parents learn? I suppose the answer is, as Einstein would say, a matter of relativity. It depends so largely upon the parents.



CUPID

patronizes the postman

By LEROY PRATT

"I WANT to marry" is the cry of thousands of America's unwedded men and women. Human sexual instincts rule today as of yore. Women still possess the urge to bear and to care for children, while men continue the desire to protect and to provide for their progeny and for the weaker sex.

The fact that many—including both rich and poor—have not enjoyed these experiences has led them to turn their attention to the postman. Why the postman? Because by using remote control through Uncle Sam's mail, at least 150 marriage brokers, employing as many again in office help, claim they can introduce any applicant to numerous romantic correspondents. They insist that among their clients there is for each person an ideal one who will "make this earthly home a paradise."

Such promises for the love-lorn may sound impractical, but there is ample proof that they come from honest and competent men. A recent newspaper article stated that one broker had been responsible for 2000 weddings "without a complaint"; another broker, it is reported, has added to his credit about 5000 marriages. Estimates are that 20 brokers collectively accommodate 80,000 patrons yearly; and that another 130 look after the love interests of 120,000 clients. The success attained may be measured by the annual ratio of 50,000 marriages to 200,000 patrons. With about 20 million persons of marriageable age in the United States, brokers arrange one marriage out of every 200.

"Are You Lonely? Do You Want a Pen Pal? Find Love! Romance! Happiness! Meet New People!" These enticing words head the advertisements one

must answer to learn more about getting a mate by mail. The post box bulges with circulars explaining the plans of these agencies. A number contain personal letters from Cupid's entrepreneurs in which they "tell how" to make love-dreams come true. One broker writes:

I know what it is to be lonely, to have the hours drag by without a single companion upon whom to center thought and to share confidences and ambitions—I feel that you, too, may find happiness as I did.

Countless pictures and descriptions of "blue-eyed blondes", "sparkling brunettes", and desolate men are found in the circulars. Motives for membership are various. Many clients are eager to share wealth. A few lonely souls, destitute, seek wealthy husbands. Others claim to be good housekeepers desiring comfortable homes—and love. Shy widows with children long for gentlemen to whom they may look for financial care and devotion. Some men want wives with cash to finance their businesses. Men with good positions are looking for good home managers. A random circular offers this prize:

A beautiful widow, age 53, height 63 inches, black eyes, black hair, light complexion, a nice form, good dresser, and a good mixer. Worth \$50,000 and lives in her own beautiful home on the famous — beach. She owns two cars, has chauffeur and maids, but is very lonesome since the death of her husband four years ago.

Testimonials—"unsolicited letters of commendation"—expressing gratitude by once-lonely people now made happy, are sent to each inquirer to win his or her trust and confidence. Some have found their ideals; many have been blessed with

the dearest person on earth; others are well-suited; myriads have been happily married; and all give thanks to the correspondence club.

With the hope that the prospective client will at once enroll, an information blank is included. This blank—usually asking for such data as name, address, age, height, weight, complexion, color of hair and eyes, religion, nationality, occupation, education, salary, wealth, possibilities of inheritance, temperament—is to be returned with the membership fee of one to three dollars for women and three to five dollars for men. To receive membership one must meet broker's requirements—be trustworthy, of marriageable age, with legal right to marry, and of white race.

Once a member, one may have name and address sent to members of the opposite sex; and one receives a list of names and addresses to whom one may write with the hope of forming new friendships. Additional lists may be obtained by submitting one's membership card and ten cents. Publications containing pictures and descriptions of both feminine and masculine clients are used by some bureaus. Single copies are ten cents, although the price of the names and addresses range up to a dollar.

All descriptions found in such lists are printed as bona fide. Brokers do not attempt to prove their authenticity, but merely send duplicates of originals to their clientele. That some are written by black sheep is not denied, but the number is said to be very small. Patrons are warned not to send articles of value to any advertiser without strict investigation.

To marry wealth is the object of many. This girl states her reasons:

Refined, attractive, age 22, a college education, height 5 feet 6 inches, 130 pounds,



auburn hair. Will marry any refined gentleman who will give my aged parents \$2000 to save their home.

This man has a less altruistic motive: Have made two fortunes and lost them through bank failures and depression of stock and real estate. Now have two articles of merit; there is a fortune in their manufacture. I seek a lady with means, willing to marry and finance one in business.

A prevailing characteristic is loneliness:
(Continued on page 61)

TOM GIRDLER

**The head of Republic
Steel is a leader in
industrial planning**

By

FREDERICK A. VAN FLEET



WHEN Republic Steel Corporation was born, in 1930, it found many critics. Some of them, financiers, said that the new steel company was just another promotion, launched with an eye to security sales rather than to successful operation. Others, steel men, said the weak units in the consolidation—admittedly there were weak units—would pull down the strong ones.

Both sets of critics overlooked one factor in the setup; and it proved to be the decisive factor. It, or he, was Tom M. Girdler, chairman of the Republic board and the exceedingly active head of the whole enterprise.

The difference between the critics and Tom Girdler was that he saw a picture of the future which they didn't catch.

"I saw an opportunity to build a strong mid-western steel producing organization," he says simply, "and I went at it."

That is not the whole story. Like other men who have the driving power to do big things, Mr. Girdler can wax enthusiastic when he talks about the future of the steel business or of the plants in his company. But try to get him to talk about the dreams that lay behind his accomplishments, and you will find him not quite so articulate.

Even as late as 1930, when Mr. Girdler

became chairman of the Republic corporation, most of the big men in the steel industry still considered heavy steel, like rails and structural shapes and even armor plate the backbone of the steel business. What Tom Girdler saw was that railroad pioneering in this country was about finished and the rail business would be largely for replacement; that industrial and commercial building requiring heavy structural shapes was spotty at the best, booming for two or three years and then going into a slump; but that the concerns fabricating steel into consumer goods, like automobiles and radios, household appliances and fittings, office and store trim and furniture were creating a steel market which was just in its infancy.

His picture of a strong mid-western steel producing organization was really of a strong mid-western organization to serve the consumer market. That picture has never changed in his mind.

"You couldn't interest me in any proposition for making rails or heavy structural shapes," he says today.

If the critics of the Republic combination back in 1930 could have seen what was going to happen to the whole steel industry before 1936 rolled around they would have been all the more certain that they were right in predicting disaster. If

Tom Girdler could have seen, it probably wouldn't have made much difference to him. He knew he was biting off a job for himself when he left the strong and smoothly functioning Jones & Laughlin organization to band a number of separate units into one company. He knew there were some weak units among the number.

"The sheriff would probably have caught up with some of them if they hadn't been in Republic," he says now, with a twinkle in his eye.

But he knew that he had some strong members in the new family. The weak and the strong had to be welded together and made to complement each other. Old plants had to be rehabilitated, without much money being spent. New products had to be figured out and new business obtained, depression or no depression.

The story of what has happened in Republic Steel Corporation in seven years is an epic in American industrial history. The work of making one business out of a group of previously unrelated units had barely started when the depression clamped down. There wasn't much money, and everybody in the whole industry was after every buyer who was even suspected of being able to place an order for a little steel.

But in spite of all the handicaps Re-

public ended 1936, the first year of even partial recovery, with a net profit of better than nine and a half million dollars, with its financial structure largely overhauled to cut carrying costs, with old plants rehabilitated and several major additions to its list of component companies and with many ambitious improvement projects under way. Most notable among these improvements is the continuous sheet rolling mills being erected at Cleveland, for which the recently acquired Corrigan-McKinney plant will furnish steel slabs. Those rolling mills will be the largest in the world when completed later this year, rolling sheets 98 inches wide.

Better than all else, Republic emerged from the terrific battle of the depression years with its position in the industry recognized by everybody. It is so thoroughly recognized now that when the proposition to merge Gulf States Steel with it was revived this year the stockholders of that large southern corporation hurried to say "yes." That merger is now an accomplished fact.

All this story of Republic Steel Corporation is the story of Tom Girdler. He has capable assistants, of course, several



"Greystone" the Girdler country home. Below: his 4 car garage

obliged to grub a living out of it. Anyhow, he has retained a love of the outdoors and of horses and dogs. He has a farm near Cleveland, and that is the family home except for the winter months when traveling back and forth 25 miles morning and night would interfere with business too much. Then he and Mrs. Girdler live in a residence hotel.

Girdler went to high school in Louisville, Ky., and was graduated from Lehigh University as a mechanical engineer in 1901. His first job was selling, for the Buffalo Forge Company, as foreign salesman in London. After a year he came back and got into the steel business. He has been in it ever since, as a production man and executive. He worked first for the Oliver Iron & Steel Company, in Pittsburgh, and after a couple of years went to the Colorado Fuel & Iron Company, in Pueblo, Col. In 1907 he became general superintendent of the Atlantic Steel Company, at Atlanta, Ga.

After seven years at Atlanta Mr. Girdler resigned to take the position of assistant superintendent of the Aliquippa works of Jones & Laughlin and climbed from that job to the presidency of the company, the office he relinquished when he went to Republic.

Of medium height, a bit stocky, with round, cleanly shaved face, eyes that are keen behind his glasses, and a forehead that goes quite a ways up, Tom Girdler gives no impression that the responsibilities of hundreds of millions of dollars worth of properties which produced more than \$200,000,000 worth of steel and iron and by-products last year weigh at all heavily on his shoulders. There is no touch of self-importance, no air of weighing each word for fear it might not sound impressive enough to come from the chairman of the board of so great a company.

There is, however, a distinct impression that he knows what he is talking about, any time and all the time. We were discussing some phase of the steel business

and he made a statement about the place of his company in a certain field.

"Some of our competitors might call me a liar," he put in, with a little grin, "but I know what I am talking about." That's the conclusion you have to come to—he knows what he is talking about.

What does he think of the business he is in, and its future?

"I predict confidently that in the not too distant future this country will be using steel in a thousand ways that have never been dreamed of, and that before many years we shall see a total annual production of steel that will surpass anything in the history of the country."

A man who believes that and heads the third largest steel producing organization in the country surely has inspiration to go forward.

In the annual report submitted by Mr. Girdler a few weeks ago he called the attention of 43,000 Republic stockholders to the use of Republic products in airplanes, racing cars and boats, streamlined trains, great steamships, high bridges, towering buildings, deep wells, even in the White House kitchens. Again that emphasis on the width of the consumer market. He might also have told them that his favorite horses out at the farm drink out of stainless steel buckets.

Mr. Girdler married Lillian Snowden, of Maryland. He has two grown sons and two grown daughters. He keeps them out of the business and he keeps the business out of his home. He is on the boards of several important companies and is one of the leaders in the American Iron and Steel Institute.



PHOTOS OF MR. GIRDLER BY J. R. CARTER

of the more important of whom followed him from Jones & Laughlin. But he is the kind of company head who naturally runs things and always will, as long as he has the responsibility.

Tom Girdler was born on an Indiana farm in 1877. That "Tom," by the way, is neither an abbreviation nor a familiarity. He was named Tom Mercer; and he shows no more disposition to add anything to the first name, for formalism, than he has to use the middle name. If you bought a steel company from him or sold him one (the latter being much more likely) the official papers would be signed "Tom M. Girdler."

His father's farm was only a place of residence, not a means of livelihood. The elder Girdler ran a cement company. Possibly Tom Girdler appreciated a farm more than he would if his father had been

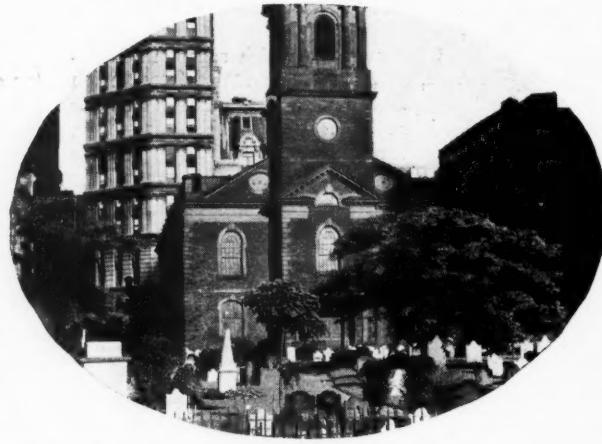
Broad



1 From the Staten Island ferry, Broadway is a canyon of steel and stone with Empire State Building, America's tallest, just visible in mid-Manhattan



2 Broadway begins—a shipping, financial alley



3 Nestling among the skyscrapers is New York's oldest church, St. Paul's Chapel



5 Flatiron Building, once famous, now forgotten



4 Union Square, where bums, radicals and 14th street shoppers rub threadbare elbows

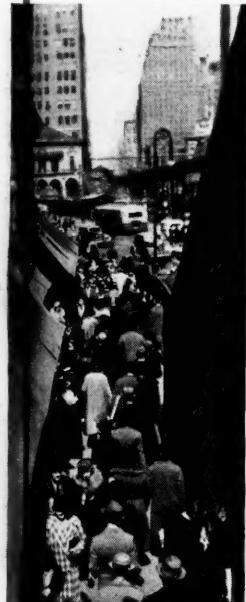


6 Herald Square with million bums on cut-

71

b a d w a y

famous street as
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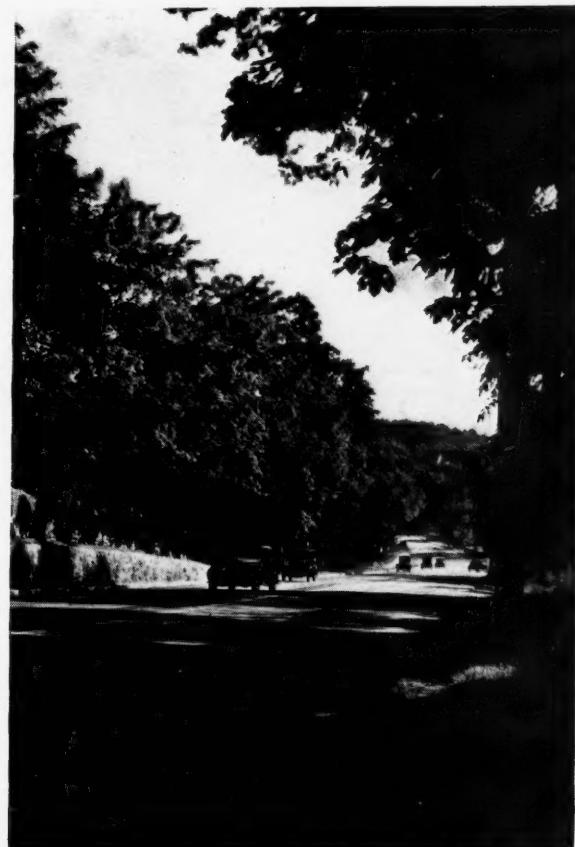
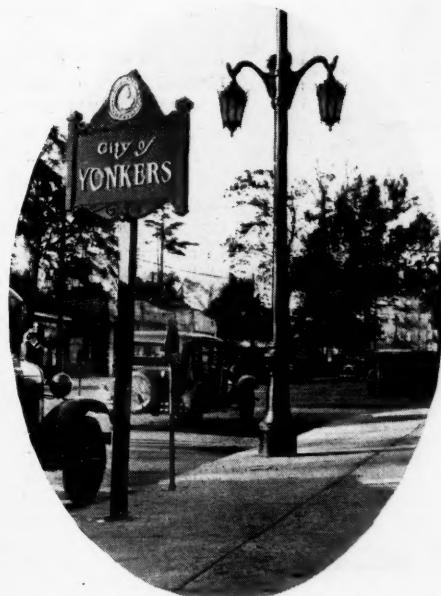
Herald Square teams
with milling shoppers
but on cut-rate buying



7 Times Square, "double-crossroads of
the world," theatrical, sucker-socking

PHOTOS BY CHARLES
PHELPS CUSHING

9 Skirting Columbia Uni-
versity and residential
districts, Broadway be-
comes a Main Street in
ye small-town Yonkers



10 Now, miles from New York, Broadway becomes a
country highway, the old Albany Post Road. Down
this particular stretch galloped the Headless Horseman
of Sleepy Hollow fame. Old Dutch graveyard on the left



8 Columbus Circle, edged by wealthy Central Park, automobile
showroom center, and "Hyde Park" forum for fanatics



PHOTOS FROM GLOBE

POWER ALCOHOL

By LEO M. CHRISTENSEN

THE VERY LARGE market for American farm products which can be provided by the manufacture of power alcohol—that is, alcohol to be used as motor fuel—has long attracted the attention of the farmer and those interested in his welfare.

As early as 1910, forward-looking scientists foresaw a farm crisis which would result from the increasing productivity of our agriculture and the decreasing demands for its products. An abnormal export market for farm products, resulting from the World War, postponed for fifteen years the crisis that had been so clearly indicated during the period of 1910-14.

With the inevitable shrinkage in export demand due to increased cultivated acreage and improved farming methods in all other countries, our farmers produced more than the domestic market could absorb, until in 1932 farm product prices fell to disastrously low levels. Since then abnormally high summer temperatures and deficient rainfall have seriously curtailed farm productivity, but everyone knows that a return to normal weather conditions will bring back the old problem of finding outlets sufficient to absorb production.

In the discussions in 1910 and again in 1920, power alcohol was generally con-

sidered a substitute for and a competitor of gasoline. Indeed, at one time, alcohol was available in a few localities at a lower price than was gasoline, so that this was a logical consideration. Many scientists and others interested in the American farmer gave thought to the design of small alcohol plants, suitable for operation by individual farmers for the supplying of their own motor-fuel requirements.

Provision for plants of this type was made in the laws affecting the manufacture of alcohol. Several bulletins were issued by the U. S. Department of Agriculture describing the use of these alcohol fuels. But nothing was done toward establishing a satisfactory design or method of plant operation. The researches showed definitely that alcohol is an excellent fuel, and that combinations of alcohol and gasoline give better performance than either used separately.

In 1932 unusually favorable weather conditions resulted in bumper crops, especially of corn. Prices declined to very low levels, and widespread distress prevailed throughout the farm belt. Many people turned their thoughts to the development of new outlets, particularly for corn and other feed grains, and power alcohol again became a subject of active

Alcohol-gas will soon be retailed widely, as at yon filling-station near the plant, which hands it out

discussion. Simultaneously, in several mid-western states, associations of farmers and business men were formed to promote the use of alcohol in motor fuel, and by 1933 power alcohol had become an issue of national import.

Between 1920 and 1932 two important technical developments occurred which greatly changed the economic status of power alcohol. First, methods for dehydrating alcohol, to remove the last traces of water, had been placed in commercial scale operation. In 1920 only alcohol of 5 per cent water content was available; in 1932 alcohol of less than 1/10 of 1 per cent water content was being produced in commercial quantities. Wet alcohol will not dissolve in gasoline; dry alcohol mixes perfectly with gasoline in all proportions, and such mixtures are stable under the conditions of commercial distribution and use of motor fuels.

The second important development was in automotive engine design. In order to improve performance characteristics and obtain better fuel economy, automotive engineers had steadily increased the compression pressures in commercial engines. This required the simultaneous improvement of motor fuels, and several processes were developed by which fuels were produced which could satisfactorily be used in such engines. That trend toward higher compression pressures is still in progress, the pacemaker being the chemist's ability to effect further improvements in the fuels available to the motorist.

Scientists who have made careful unbiased studies of alcohol-gasoline blends have clearly shown how admirably the inclusion of alcohol in the formulation of motor fuels meets the requirements set up by the automotive engineer. All of the alcohols are of value in motor fuels, but ethyl alcohol is particularly well adapted to this use.

First, alcohol has the ability to withstand very high compression pressures without detonation and has great value as an anti-knock agent.

Second, alcohol is an excellent gum solvent and therefore is of value in the formulation of motor fuels which will eliminate gum accumulations in fuel system, carburetor, and on valve stems.

Third, the combustion of alcohol within the combustion chamber is characterized by a slower rate of flame propagation and lower flame temperature than occur in the combustion of gasoline. Alcohol-gasoline blends therefore burn more completely, yielding much less carbon monoxide, give markedly smoother and quieter engine operation, and give lower temperatures at the valves and piston head, than does gasoline used alone.

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Alcohol is thus not now a substitute for gasoline but an ingredient of a superior motor fuel. Since there is no other single material or process which accomplishes all of the improvements which result from the addition of alcohol to gasoline, it is somewhat difficult to arrive at an exact estimate of the new economic status. Solely on the basis of its value as an anti-knock agent—neglecting entirely the lower maintenance, better fuel economy, and improved performance which alcohol-gasoline blends afford—alcohol is worth today between 20 and 25 cents per gallon in the competitive motor fuel market.

On this basis, the value of various farm crops can be calculated, since the yields and value of alcohol and by-products and the cost of conversion have been quite accurately determined. In general, grains are worth in this industry \$20 per ton. Of the more useful tuber crops, sweet potatoes have a value of \$7 to \$8 per ton while Jerusalem artichokes are worth \$5 to \$6 per ton, depending upon their sugar or starch content.

The most useful farm crop for the manufacture of power alcohol is the one containing the largest amount of fermentable carbohydrates which can be produced in largest yield per acre and at lowest cost (consistent with sound land use practice) in the territory adjacent to the plant. In the Great Plains area, the grain sorghums occupy a preëminent position. In several states the Jerusalem artichoke has given indication that it will become a highly profitable crop. In the South and

Southeast sweet potatoes have given the highest yields and best return per acre. Undoubtedly, systematic agronomic research can evolve far better farm crops for this use than are known today; better not only because of greater yield per acre, but better also because they will withstand midsummer drought and heat.

Distribution of alcohol-gasoline blends on a demonstration basis was started in 1933 by the Illinois Agricultural Association and by independent distributors in Iowa, Minnesota, Nebraska, and South Dakota. In every case consumer response was excellent. The alcohol used was obtained from alcohol plants along the Atlantic seaboard and was largely made from Cuban molasses, since no alcohol plant in the interior was equipped to produce anhydrous alcohol.

Beginning with the publication and distribution of "Power Alcohol and Farm Relief," the Deserted Village No. 3, in 1934, The Chemical Foundation sought to encourage the establishment of a sound power alcohol industry in the United States. In March, 1936, the Foundation entered into an arrangement to supply financial support and technical supervision for America's first power alcohol plant at Atchison, Kansas, and set up a subsidiary to market the product in order to solve the problems of distribution. This plant began operations on October 2, 1936.

The plant was designed especially for the production of alcohol to be used in motor fuel, and differs in many respects from beverage or industrial alcohol plants. The product contains other alcohols than ethyl, all of which are made from farm crops. The final product, known as Agrol Fluid, is especially formulated for blending with gasoline. Operated at capacity

this plant produces 12,000 gallons of Agrol Fluid per day, uses \$750,000 to \$1,000,000 worth of farm products per year, and furnishes employment in the factory to 45 employees. Using Department of Agriculture figures, about 2,000 farm workers are required to produce the raw material required.

Agrol Fluid is at present blended with gasoline at three blending plants; one in Nebraska, one in Kansas, and one in Iowa. Two or three additional ones are to be established promptly. These blending plants are located at points where alcohol and gasoline can be combined without broken or back haul on either material. Three blends are now marketed. Agrol 5 has an anti-knock value slightly above that of "regular" gasoline. Agrol 15 has an anti-knock value above that of present "premium" fuels. Agrol 10 is an intermediate grade.

By far the most serious problem has been the establishment of a denaturing formula and procedure which will avoid inclusion of undesirable or expensive denaturants and yet will meet the severe and unyielding requirements of the Federal Alcohol Tax Unit. Denaturants now used are quite acceptable as motor fuel ingredients, but in some cases the denaturing procedure increases the delivered cost of the alcohol by as much as six cents per gallon. Relief from this intolerable situation has so far been denied. Solution of the denaturing problem is absolutely essential to the establishment of a sound power alcohol industry, and little can be done until the policy of the Alcohol Tax Unit is changed.

Naturally the excessive, if not confiscatory, denaturing costs have hampered distribution. At present Agrol motor fuels are marketed by independent distributors in central Iowa, southeastern Nebraska, and northeastern Kansas. The territory served is gradually increasing and sales are rapidly expanding. Consumer response has been excellent and distributors are enthusiastic.

During the six months of operation, while production has been almost stopped by the intolerable denaturing requirements, full commercial scale investigations have been made to determine the value of corn, oats, barley, rye, milo, kafir, rice, several varieties of sweet potatoes, and various grades of molasses. Only farm crops grown in continental United States are used in the plant at Atchison, Kansas.

Data so obtained will prove of the greatest value in developing a power alcohol industry. That this will be of enormous economic importance is appreciated when it is realized that the national use of Agrol 10 would require the operation of 800 plants like that at Atchison, if motor fuel consumption merely remains at present levels. Improvement in agrarian purchasing power, from this development alone, ought so to increase consumption that more than 1000 plants will be needed.

Mysterious "Argol"—alky and gasoline mixed just so—comes from this drear Bailor still-room





BOSS

**Artist Smigly-Rydz holds
down the Poles today**

By CHARLES HODGES

her frontiers is building up a Baltic-Black Sea barrier whose maintenance means peace in Eastern Europe. Here today an armed peace buttresses the status quo with Polish, Czechoslovakian, and Rumanian—not forgetting topheavy Jugoslavian—armaments.

When Smigly-Rydz, star ascendant, visited France last fall, it served notice on Berlin that Poland would not become a highway to eastern conquest. Today, with this veteran of the wartime struggle for Polish independence in command, nazi Germany finds the Hitler-Rosenberg scheme for an assault on Soviet Russia literally up in the air—or out in the Baltic!

He stressed to me that Pilsudski, his commander in revolution, war and peace, had begun work before his death to quiet the west front of Poland. When the rise of nazi Germany created a new situation in Europe, France expressed the fear that the tension developing between Hitler's Third Reich and the Poles might lead to war; everyone knew that such a conflict could not be local. This effort to mitigate embittered Polish-German relations continued, for Marshal Smigly-Rydz believes firmly that sabre-rattling is no substitute for statesmanship. He struck the keynote of his views and those of the great mass of Poles when he squared his jaw and added: "We do not want the land of others; but we will not give up any of our land to anybody—we will fight to the end!"

As a schoolboy he yearned for the day when the Polish nation, split three ways between Hohenzollern Prussia, Romanov Russia, and Hapsburg Austria, would be reunited into a single free people. Back in the seventh form, last but one in the old gymnasium or junior college at Brzezany, he gave vent to his feelings in a paper he wrote in 1904 under the title of "An Old Frayed Regimental Standard."

Two kinds of generals came out of the World War. There were those who had nothing more to do, so they wrote their military memoirs while on the way to the oblivion of a footnote in a modern-history text. There are others, however, who have so much to do that they have no time for personal narrative. Literally living an unfinished biography, they are far too busy making and being made by the events of today's world politics.

Smigly-Rydz, new marshal of Poland, is such a man. Between fall and spring he has emerged from a military career that left him generalissimo of Poland's considerable war machine, to step into the political spotlight as leader of the Pol-

ish nation. The acclamation given Smigly-Rydz's leadership, by all but irreconcilable extremists on the far flanks of the familiar "left" and "right" of Europe's political battle, is significant in these days of crisis.

Within Poland, that ancient kingdom reappearing for a new lease of life after the war, it marks the answer to a national call for a strong man—a man strong enough to direct the country at a time when national unity determines national survival. Internationally important, it warns neighbors to the west and east that Poland is in no frame of mind to be made once more a battleground. The grim determination of Smigly-Rydz's Poland to fight off any invader attempting to cross

OVER POLAND



It polarized the activities of young manhood when the Rydz of university days was becoming known also by his revolutionary alias of "Smigly"—now combined into his post-war name. His schoolboy talent for caricatures had brought him to the Beaux Arts Academy in historic Cracow, where he earned his professional status as a pre-war painter with a strong leaning to impressionism. The other side of his fine mind, however, was not to be discarded. He also studied in the university's faculty of philosophy, while he turned his attention to a maturing expression of his youthful nationalism. Joseph Piłsudski, seventeen years older than "S-R" and already a leader in the socialist movement and independence conspiracy, crossed the portrait-painter's path a second time. Under this indomitable will, Smigly-Rydz developed into a trusted lieutenant in a struggle for freedom now in the shadow

The dictator exhibits a self-portrait done in his earlier painting days, pre-war and hirsutey



On the military parade ground in his regiments plus saber and spurs, Polishly square-capped

At his office desk he merrily lights the cigarette of an admiring visitor, smoke-hungry

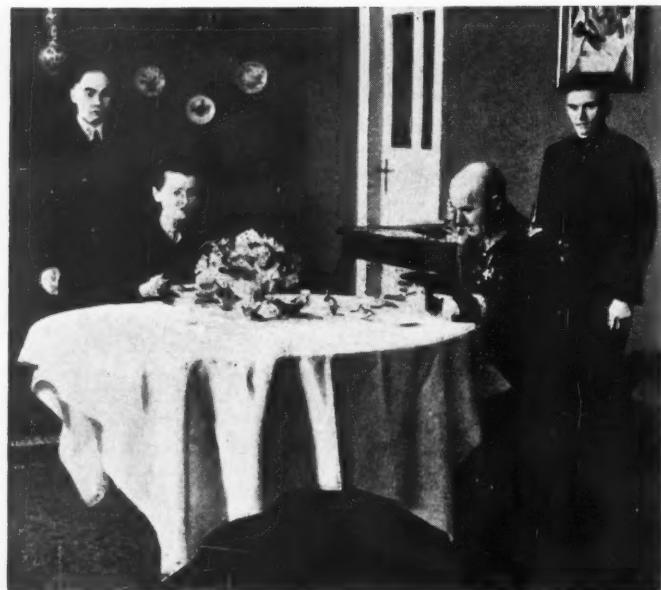
of the approaching European war of 1914.

Emerging from the World War second only to Piłsudski himself in military circles, Smigly-Rydz consecrated himself to the new problems of the old cause. The achievement of Polish independence did not mean, unfortunately, as events subsequently proved, cessation of battle for the Polish national ideal. Even after his service in the repulse of Bolshevism, where his collaboration with Piłsudski turned the red armies back from Warsaw, he found that peacetime obscurity as a high army commander could not last.

Just as Piłsudski threw himself once again into rough-handed politics in the twenties, to terminate what he regarded as nation-wrecking party strife, so Smigly-Rydz subsequently was drawn back into public life close to Poland's first marshal. From his work in revamping the Polish forces to his own elevation as commander-in-chief after the death of Piłsudski in 1935, he plugged at his duties with the same convictions of Polish destiny—a disciplined, patriotic nation facing its world with courage.

Today this leader of Polish nationalism stands responsible in the last analysis for the present security and future direction of the state. By force of his personality, Smigly-Rydz dominates the Polish scene. There is nothing politically flamboyant, however, about it. As generalissimo of the army, a last testament to his ability from his old commander, he has taken his





Top right: Madame Smigly-Rydz chuckles and receives several toasts simultaneously. Top left: His servant has his sword and cap ready as he leaves home for the office. Center left: Smigly-Rydz would a-hunting go where all is snow. Bottom left: The marshal gobbles soup at home in the company of his wife, the Mrs. Marshal. He likes to eat



bearings in terms of Poland's present internal difficulties, economic and political —her international complications and obligations, her prospects among the nations. His answer may be summed up in three words: discipline, unity, work. As he put it to me, "The army is a national glue, the national glue holding Poland together."

The mass of the Polish people are turning to a belief that Smigly-Rydz means national security and progress. He is no rabble-rouser, spell-binding himself into dictatorship, for there is nothing of the political charlatan about him. He comes from the people, holding strong middle-class convictions on social questions, surcharged with hotcha nationalism.

Poland's business of government passes through the doors of his office as it once did through those of the dead Pilsudski, down a hall in the same army headquarters on the fashionable, tree-lined Ujasdowska. When he walks up the blocks to his unpretentious apartment in a classical multifamilied house shared with other officers, he carries the problems of the Polish nation with him. When he leaves the dinner table with the delightful Madame Smigly-Rydz, it is not to plunge into the relaxation of a bridge game or to go to the traditionally brilliant Polish theater. He has no use, fortunate since he has no time, for the social life that usually is part of the recompence for high position.

Personally, he strikes one instantly as a man at the full of his power—honest power. There is an unquestioned personal charm to him, notwithstanding an innate reserve probably accentuated by the self-imposed discipline marking his temperate life, plus that other kind of discipline from his army career. His is an inquisitive mentality—in our talks he stabbed questions into the heart of problems. They showed a fundamental frankness—eagerness to get at the bottom of things red, brown, or indifferent.

"RIDE? I'd love to— but my doctor says WALK!"



PEOPLE who are well fed—too well fed—and who do not use up excess food in work or play are especially liable to develop diabetes. Many are inclined to press a button, turn a switch, or telephone to get what they wish, with little or no physical effort.

If you are overweight and more than forty, it does not necessarily follow that you will have diabetes—but you are far more likely to get it than if you are underweight. You should be on guard, especially if there is a history of the disease in your family.

Diabetes begins when the body can no longer produce enough insulin to make use of the sugar and starch in a normal diet. In many mild cases of the disease the doctor may prescribe a special diet only. In serious cases, the person who cannot make a sufficient supply of insulin in his own body must supplement it with other insulin.

Until Dr. Frederick Grant Banting and his associates made their great discovery of a substitute for human insulin, diabetic patients, except those with the disease in mild form, were in desperate straits. Before that, by living on a severely restricted diet, with nearly all sugar and starch removed, the end could be

postponed. But it was a grim, losing fight. That is all changed now. With insulin, diabetes can almost invariably be brought under control. Insulin has not only rescued children who would have been doomed without it, but it has enabled them to grow and to live normal, healthy lives. It has lifted adult diabetics out of the invalid class, making it possible for them to resume their regular occupations.

Diabetes may cause no pain and little inconvenience in the beginning. Sometimes its presence is unsuspected until it has made considerable headway. But it can be detected by a doctor's examination and laboratory tests.

When insulin is needed, it is dangerous to delay its use. Coma and other serious complications may result. Better and more effective compounds of insulin, which reduce the number of necessary daily treatments, are being steadily developed. Physicians, everywhere, who have become familiar with the new, slow-acting insulin, are rapidly making it available to their diabetic patients.

The Metropolitan will be glad to send you its free booklet, "Diabetes." Address Booklet Dept. 637-V.



Keep Healthy—Be Examined Regularly

METROPOLITAN LIFE INSURANCE COMPANY

FREDERICK H. ECKER, Chairman of the Board ~ ONE MADISON AVENUE, NEW YORK, N.Y. ~ LEROY A. LINCOLN, President
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WRITE
Bob Miller
On your Prospect list

YOU can't sell Bob Miller a walnut table, because it's his hobby to make his own. But somebody in Wisconsin sold him his power tools. In his eighth automobile, made in Michigan, he may take his New York camera and accept your invitation to see Florida or Maine. He rides your fast trains to California to inspect his real estate there. At home in Colorado, his Ohio electric refrigerator, his Illinois radio and washing machine, his Pennsylvania rugs, his Connecticut vacuum cleaner, are above average in quality. *Bob Miller is master mechanic at a beet sugar factory.* As your customer, he typifies the high living standards you find in 100 sugar-beet communities in a third of our states.

An industry engaged in developing American natural resources, improving American agriculture, and supplying American markets with an all-American food product



Born in Iowa, Bob Miller learned his trade in railroad shops; traveled and worked for railroads, mills and shipping until he decided he liked the beet sugar business best—has been in it for 33 years.

If you were to visit any of America's 99 beet sugar factories (others are now being completed to meet the increasing demand for beet sugar)—and talk to these workers, visit their homes—you'd be impressed by their living standards, their outlook, and the kind of intelligence that qualifies them for work in this highly efficient, forward-moving industry . . . And you'd see for yourself why beet sugar communities, from the Great Lakes to the Pacific, are buying communities.

◆ ◆ ◆

Detailed information about this industry is available in a booklet, 'The Silver Wedge,' sent on request.

UNITED STATES BEET SUGAR ASSOCIATION

941 GOLDEN CYCLE BLDG.

COLORADO SPRINGS, COLO.

C O N T E N T S

Reading Around the World

Boom Ahead

W. M. Kiplinger in *Cosmopolitan*

THE boom has already started, but it will be more noticeable in 1938, 1939, and 1940. And there is probably inflation ahead—inflation of credit, easy money; it will encourage the boom. It means more business, more money circulating, more jobs, and higher pay. It's good news for the next few years, even if prices do rise.

America is now probably half-way from the low level of 1932-33 to the high level expected a few years hence. 1937 will be a moderate improvement over 1936. Some time in 1938 a period of rapidly rising prosperity probably will get under way. But there is another depression ahead, sometime in the early forties—it will grow out of the lovely boom.

Buy tangible, useful, needed things. Buy goods, for prices will rise. Even buy on the installment plan, perhaps, for your income will probably go up, your fortunes will improve. But be careful.

Borrow money if you need it and can use it wisely, but think of the recession of the early forties.

Lend as little money as you can, unless money-lending is your business.

Buy stocks—but even this general steer is dangerous unless you act with care.

Start new businesses and take some risks, but keep in mind the future forties.

Figure on stiffer business competition to get buyers' dollars. Advertise more, for your competitors will.

Militant Neutrality

Nicholas Murray Butler in *Report of Carnegie Endowment for International Peace*

IN EVERY respect but one the year which has passed has been abundant in disappointment. Governments, practically without exception, have been extolling peace and proclaiming peace, but their carefully planned and appallingly costly preparations for war have gone on apace.

On the other hand, there exists in practically every land, and in some lands to a very large and influential extent, a deep-seated popular sentiment against war.

The reason why this strong and widely distributed popular sentiment counts for so little in controlling public policy is that for the most part it contents itself with emotional out-givings and outbursts. It is opposed to war; it will not countenance war; it will take no part in war; it will permit no one to make economic gain out of war; but it is singularly

Boom Ahead	<i>Cosmopolitan</i>	41
Militant Neutrality	<i>Carnegie Endowment Report</i>	41
Farmers Are not Guinea Pigs	<i>Nation's Business</i>	42
Truckmen Talk	<i>World-Telegram</i>	43
Writer in Hollywood	<i>Saturday Review</i>	43
Paul Bunyon's Rival	<i>American Forests</i>	44
Loose Thinking	<i>Great Lakes Banker</i>	45
Portugal Speaks Up	<i>Diario de Noticias</i>	46
Prudery Is no Cure	<i>Pictorial Review</i>	46
America's Family Budget	<i>Banking</i>	47
Error in Advertising	<i>Western Advertising</i>	48
Construction Industry	<i>Survey of Current Business</i>	49
Town Crier	<i>Household Magazine</i>	50
Aim of Education	<i>Think</i>	50
The Spark of Miracles	<i>Congressional Record</i>	51
Alcohol Has a Place	<i>Baltimore</i>	51
College Censorship	<i>Theatre Arts Monthly</i>	52
Swedish Divorce	<i>Christian Register</i>	53
Hollywood Horses	<i>The Horse</i>	54
German Patents	<i>Commerce Reports</i>	55
Spanish Volunteer	<i>New Republic</i>	55
So They Say	<i>Daily Press</i>	56

from the current magazines

hopeless and helpless when confronted with the task, first, of lessening and then removing the causes of war, and, second, of building up those public institutions of co-operation and judicial process which are the only possible substitute for war. If governments could only be made to understand that the public opinion of their several peoples is not only opposed to war but is definitely insistent upon policies of social, economic and political co-operation and of substituting judicial process for threat of force in the settlement of international differences, then progress would be made.

At the moment there is no more insidious attack being made upon the foundations of prosperity and of peace than that which is making by the advocates of economic nationalism and of neutrality in case a conflict should break out between two other nations. There is and can be no economic nationalism without ultimate national suicide and world-wide disaster. There is and can be no neutrality, in the nineteenth-century sense, without complete and immoral neglect of the highest of national obligations.

The attempt to establish old-fashioned neutrality under new-fashioned conditions will not only do nothing to keep a nation out of war, but it will do much to make it feel most grievously the effects of any war which comes to pass. In this day and generation progress consists in not overlooking governmental immorality and faithlessness, but in preventing it when possible and in rebuking it when impossible to prevent it. That means genuine world organization and collective security through the use of an effective world police force.

The wars which most seriously threaten at the moment are, save in outward form, no longer wars between peoples and their governments; they are wars between fundamental and conflicting philosophies of life and of public order. What is going on in Spain under the name of civil war, proves this completely. The democracy which, at the instance of the English-speaking and the French peoples, had been spreading over the western world is now not only challenged but distinctly checked by the opposing doctrines resting upon a philosophy of compulsion rather than of liberty, which are known as communism, as national socialism and as fascism.

How, therefore, under such circumstances can a democratic people be indifferent or neutral when a fellow-democracy is forcibly attacked by one of the philosophies of compulsion? In that case, what is being attacked is that democracy's own outpost, and, if the attack on that outpost be successful, it will be followed by an attack on that democracy itself. Each in its own self-defense must stand together with the other democratic peoples if the attempt be made to submerge any one of them under the waves of a doctrine of compulsion.

Peace, as has been pointed out many times, requires a foundation upon which to rest. It cannot be reached or hoped for unless that foundation be provided, and that foundation has for its corner-stones liberty and justice. War, whether military or economic, is the enemy of both liberty and justice. Nor can war settle anything for any considerable length of time. It may seem to accomplish its immediate end, but history makes it plain that such is only appearance.

Farmers Are Not Guinea Pigs

L. F. Livingston in Nation's Business

THE FARMER of today finds himself on the national laboratory operating table with a regiment of experimenters gathered around, each with his special nostrum to try. The politicians of the Corn Belt and the Wheat Belt and the Cotton Belt are there as are all of the other professional medicine men who have been prescribing for the farmer for 15 years or more.

With so many doctors in the agricultural clinic, and so many remedies being offered, it is not strange that the farmer should be confused. His troubles have become the common gossip of the nation, a major concern of government and courts and editorial writers. Moreover, it is not strange that, amid this confusion, those men who have dedicated their lives to agricultural betterment should have been crowded out of the picture.

I refer to the technical men of the farming industry—to the specialists in plants and soil of the experimental stations and agricultural colleges, to the county agents, to the agricultural engineers. Yet, it is in technical improvement and in technically-fostered change alone that the permanent security of agriculture rests. Laws can't make a poor farm good, or make an ignorant farmer smart.

When I say that technically-fostered change is the one hope of agriculture, I am simply reporting what American agricultural history records in letters as big as barn doors.

We speak of labor-saving machinery as an industrial development. The fact is that the American farmer, facing a chronic shortage of labor, gave the labor-saving machine its first wide-scale introduction to the world. Before the Civil War, the McCormick and Hussey reapers, the mowing machine, seed planters and mechanical cultivators were being used on farms.

Threshing machinery came into use in all of the great grain-growing regions, the steel plow supplanted the iron plow on the prairies, and the American farmer became the most efficient producer in the world.

This technical revolution was the answer to a farm prob-

lem fully as serious as the present one. Land was to be had practically for the taking. The farm laborer worth his hire preferred the independence of his own farm to hired work. Expanding industry paid higher wages than the farmer could afford.

Our first taste of overproduction in farm crops came in 1819, after the Napoleonic Wars. With Europe's able-bodied men in uniform, American farmers had expanded to meet the world demand for food, wool and cotton, just exactly as they were to do a century later.

In each of these major agricultural depressions, while the politicians pointed with alarm, the farmers themselves went patiently about the business of licking the bad times on the acres of their own farms. Their one reliable weapon was technical improvement, the broader phases of which may be grouped into four divisions.

Division one is the mechanical. From the early decades of the Nineteenth Century to the present, the American farmer has found better tools a sure means to lower costs. He relied on them largely to pull him out of the post-Civil War depths, and with each economic crisis since, mechanization has been further intensified.

Division two might be captioned Scientific Advance. It has taken its longest strides forward when the agricultural skies have been blackest. The post-Civil War collapse also provided the stimulus to more scientific soil preparation and cultivation, and out of it grew the great fertilizer industry.

Introduction of seeds resistant to drought, cold and disease; the introduction of wholly new crops such as the alligator pear, the mango, the Chinese persimmon, Egyptian cotton, Durum wheat, soy beans, and on through a long list; the development of new and better insecticides and fungicides and chemicals for disinfecting seeds before planting to increase yields—these and other developments of plant pathology, bacteriology and chemistry have been the recourse of the farmer in depressions past and present.

Division Three of the technical advance is the farm co-operative movement, through which have been developed



The pitcher still wants a change.—Arizona Republic



The Country Doctor.—Kansas City Star

vastly improved methods in marketing and control of production.

The South abounds in unexplored possibilities for new crops. In southern Florida, coffee and cacao may be grown if sheltered by larger trees. Rubber from American-grown plants is still a possibility. Artificial temperature control to protect plants like the tung tree from winter frosts is gradually being developed to a practical stage.

No discussion of industrial-use crops can be complete without mentioning cotton. Through chemical conversion into cellulose, its uses have become literally hundreds.

Rayon is perhaps the outstanding example of chemically-wrought change in a raw material. This first man-made textile fiber, while it might be said to compete with cotton, at the same time really is cotton metamorphosed. And as rayon it has taken its place in fields where cotton as such never has entered. In the aggregate, it is said that the chemist has added \$10 a bale to the normal-time value of the cotton crop, and there is no reason to believe that all the possibilities have been exhausted.

So technical improvement has been the buckler and shield of the American farmer in the past, and again the farmer is looking to technical improvement to show him the road to future economic security. The scientist can be expected to do his part.

Truckman Talk

From *World-Telegram*

A'BABE—Any female between 18 and 80 (see Hi Toots).
ANCHOR—Emergency brake.

BLEEDING—Letting air from tires, changing oil.

BICYCLE—Motorcycle (see tricycle).

COWBOY—Reckless driver (see Indian).

CREEPER—Low gear.

TAR—Black coffee.

DONKEY—Tractor.

DEADHEAD—A non-paying passenger.

GIPSEY—A tramp truck.

HIGH TAILING—Speeding behind another truck.

HUNK OF LEAD—Doughnut.

HI TOTOES—Salutation for A'babe.

INDIAN—A speeder.

JENNIE—Any waitress.

KICKING—Throwing gears to neutral.

LAW—Any authority from traffic cop to Supreme Court.

LINE HAUL—Scheduled route.

MONKEY—A loader.

MADMAN—Hijackers.

PANCAKE—Tractor with horizontal motor.

PUSHING—Driving.

SHIMMYSING—Skidding.

SMOKE—Fog.

STEAMBOATS—Diesel motors.

THUMBER—Hitch hiker.

TRICYCLE—Speed cop's cycle with side car.

WHIPPING—Lurching of a trailer.

Writer in Hollywood

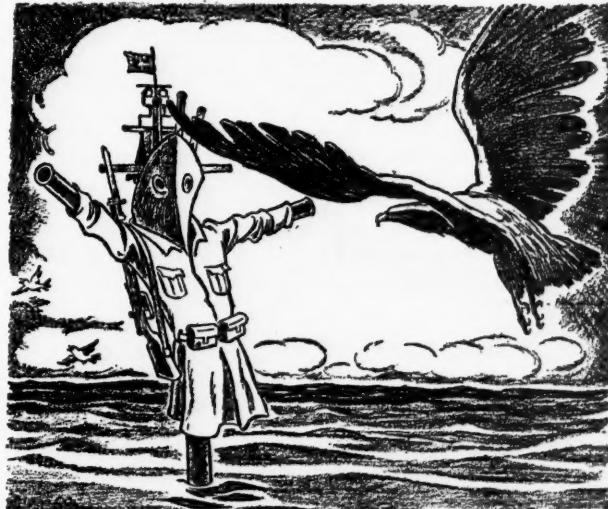
Phil Stong in *Saturday Review of Literature*

ANY writer who has made the slightest profession of serious intention and effort becomes suspect at once when he sets foot on the silly scenery of Pasadena, California; that scenery which a friend once told me was all made by tired little needlewomen in Jersey City.

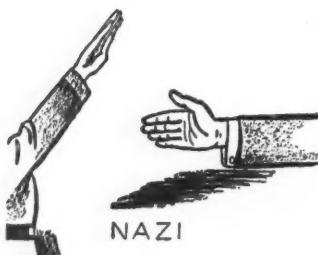
It is not reasonable for a writer to make five hundred or a thousand or two thousand dollars a week, the folks back home, companions and critics, are saying, and good old So-and-so has sold himself up the river instead of tending to his proper cotton fields back here under the blazing sun. They are frequently correct; also they are frequently incorrect.

Two thousand dollars a week is not necessarily a scarlet letter. It is just as possible to do serious work on two thousand dollars a week as it is to do serious work on a ten-cent beer and free potato chips.

Writers make Hollywood, of course. The directors—the good ones—are half writers, or more than half, themselves. They know structure, setting, characterization, development, and suspense, and they set one's story to what is called the tempo, or pace, or rhythm of their medium so that the author's adaptation of life to narrative, perhaps dealing with years, becomes minutes in the director's adaptation of long prose narrative to film.



It takes more than a British scare-crow to stop an Italian eagle. — Guerin Meschino, Milan



to make the mood is worked hard and successfully.

There are three kinds of writers in Hollywood—perhaps more, but the general groups are about the same. The studio writers are not writers, primarily, but artisans. They carefully study the techniques of motion picture production and carefully memorize the devices of motion picture narration as they have succeeded or failed.

Contract writers, such as I, are negligible. We go out to make some quick money or to protect what we consider dramatic ideas in a story which has been purchased for adaptation to motion pictures. We take a short course in the tempo of the motion picture, as compared with the novel and the stage, and we often come back promptly to the next novel. Ordinarily our work is largely to furnish additional incident or dialogue to a trained screen writer.

Often, but not always, our small group includes some of the best writers in America and many of the better ones, usually competent in several media, who are honestly and artistically interested in the possibilities of expression in motion pictures.

Motion pictures are seductive. The lure, after two years of sterility, is enough money to write novels all the rest of one's life with no worry about their sales or popularity. The two years usually stretch out; it is terribly difficult to refuse as salary a weekly sum which would be paid in advances for two or three or even four or five novels.

Few, if any, respectable novels have ever come out of Hollywood or from people who had spent much time there. It is probably altogether different with playwrights who are closer to the accustomed brevity and swift action of their usual work, but it seems ruinous for a novelist to condition himself to expression which must be either visible or audible, in which a forty-word speech is garrulous, in which the taboos on words and situations are established by the vehement old-maidery of the country and by the social and national prejudices of half a dozen countries, in which the whole intellectual and dramatic content of a long novel must be sped to consume one hundred and twenty minutes or so, in which opportunities for original characterization or anecdote may be perverted to fit the formula of Standard Gag No. 2047 which has wowed them for years, in which vital dramatic concessions must be made not only to the actors' personalities but to their importance.



FASCIST

Dialogue is cut to realistic brevity. Anyone who says more than four lines, ordinarily, is shot and butchered, as he should be in real life. Setting is curiously emphasized and it is probable that writers will take some lessons from this, by and by. The use of the picture

of curves and straightened it to shorten his log haul, and had enough road left over to supply the Union Pacific with a right-of-way across Nebraska; how he dug Puget Sound one Sunday when he wasn't busy.

Paul hauled water for his North Dakota camp from Niagara Falls in enormous tanks. When one of them sprung a leak crossing Minnesota, and had to be abandoned, it created the Mississippi River.

After Paul had pretty nearly skinned the country bare of trees Uncle Sam got mad and blamed Paul for starting floods, ruining the hunting and fishing, and causing the soil to wash away, thus devastating the country and bringing on a host of plagues too numerous to mention.

Paul moved up to the Milky Way. There, with his faithful followers, he set himself up in the business of Meditating the Universe. To keep tabs on Uncle Sam, Paul had Big Ole, his blacksmith, build a pair of field glasses, using a couple of dead moons for lenses. Zeb Hotfoot, his fleetest scout, and Johnny Inkslinger, his bookkeeper, established a Sky Mail and Transport Service so Zeb could travel back and forth between the Milky Way and the States investigating things and digging up reports for Paul.

Then one day in 1933, while looking through his Big Glasses, he saw men building camps everywhere. "What's going on down there?" he roared at Zeb Hotfoot. "Get me a report on that, quick!"

That's how Paul Bunyan first got acquainted with his rival, Boss Bob Fechner, and his Big Crew, the Civilian Conservation Corps.

Day after day, Paul Bunyan watched Boss Fechner's crews get the camps ready and haul in supplies in long lines of trucks. Then he saw smoke curling up out of factories here and there. "Must be they've run out of things already and got to start making more. How big a crew has he got?" he asked Johnny Inkslinger.

"Three hundred thousand," Johnny replied, "without counting all the straw-bosses he's hired to show the boys what to do, nor the carpenters putting up the camps, nor the army officers."

Paul kept in touch with things and Johnny Inkslinger kept tallies on the new Boss. At night in his shanty Paul'd get the big ledgers out and look over the record. He'd run his finger up and down the columns, pausing occasionally



COMMUNIST

to dig out a journal from the mile-long shelf to compare the records with his own deeds of by-gone days. "By gum, he's overtaking me," he'd say, "but I still got an edge on him."

One day in 1935 Paul asked Johnny,

"How many camps has he built now, altogether?"

Johnny turned over a few pages, added diligently and

replied, "'bout four thousand."

"How many bunk shanties and cook shanties does that make?" Paul asked next.

"Oh, somewhere 'round twenty-four thousand."

"By the way, how many trees has he planted now?"

"Close to a billion," came the answer.

"Cripes! A billion? That's about a million acres, and here it is only 1936! How many miles of truck trails has he built now?"

Johnny ran through some late reports Zeb had sent up. "Seventy-eight thousand miles of truck trails and minor roads constructed in forty months since he started on the job, and nineteen thou-



DEMOCRATIC

*Hands across the borders.—
H. S. Tidning, Gothenburg, Sweden*

Paul Bunyan's Rival

Fred J. Murray in American Forests

Two decades ago anyone who came within spitting distance of a logging camp knew all about Paul Bunyan, the mythical hero of all lumberjacks. Paul invented logging, and designed and made the tools for it.

Lumberjacks liked to tell how he hitched Babe, his Big Blue Ox, to one end of an old logging road that was full

sand miles of foot and horse trails. But wait, he's built over fifty thousand miles of telephone lines, seven million rods of fences, and more than thirty-seven thousand bridges of one kind or another."

Another day Paul was having lunch. "After we eat," he said to Johnny, "let's look up and see what kind of grub orders this new Boss turns in."

"Ready right now," Johnny replied, setting down his coffee cup. "Without counting the officers, superintendents and straw-bosses, he's feeding about three hundred and fifty thousand now. My latest record just covers three months' grub, so if we multiply it by four maybe it'll be about right for a year. Well, here's beef, 20,000,000 pounds of it; potatoes, 20,000,000 pounds; flour, 23,000,000 pounds; pork, 8,000,000 pounds; string beans, 5,000,000 cans.

"Here's coffee, 4,000,000 pounds; salt, 1,000,000 pounds; vinegar, 40,000 gallons; cocoa, 500,000 pounds; milk, 2,000,000 gallons; sugar, 10,000,000 pounds; rice, 1,000,000 pounds; and here's bacon, butter, chickens, onions, lard, prunes, oatmeal, cinnamon, eggs, gosh, there's 31,937,490 of them."

"This new Boss is helping farmers learn new methods to prevent soil erosion. I've been watching the crew through



The Spirit of '37.—New York Post

the Big Glasses working on the farms, terracing and building gulley dams all over the country. Good job they are doing, too. Has Zeb sent up any figures on that?"

"Yes, I think so. Erosion control check dams in gullies, permanent type, 211,327; temporary dams, 2,487,415. Then here's bank sloping, 173,655,425 square yards; seeding and sodding, 237,540,491 square yards; tree planting in gullies, 189,097,731 square yards, and a lot more figures like that."

"Does that report tell anything about forest work?" Paul asked.

"Yep! Here's forest stand improvement on 2,504,808 acres; tree seed collection, 312,513 bushels of cones and 4,716,881 pounds of hardwood seeds; fire hazard reduction along roads and trails, 54,000 miles; developing and attending tree nurseries, 1,791,608 man-days; fire prevention, 2,400,000 man-days; disease and insect control on over 13,000,000 acres; fire breaks, 51,465 miles. Criminy! Every time he goes in for miles of anything he goes about twice

around the earth before he stops. Well, here's one more item about forest work. Fighting forest fires—3,272,964 man-days."

"Didn't the generals decide during the Big War that it takes about seven men to keep each fellow at the front line supplied? Maybe something like that applies here, too. The boys are on the front line in the forests and fields and the men are in factories and on farms producing things and sending them along to the boys."

"That's how it works," Johnny agreed. "If it's seven, that makes over 2,000,000 men kept busy to keep 350,000 boys working. If it's five, that's 1,750,000 men."

"When you were reading about the grub, I was wondering about clothes," Paul said. "What about that?"

"I was going to mention clothes," Johnny replied. "This list'll give an idea: wool drawers, 1,400,000 pairs, and same number of undershirts; caps, 350,000; overcoats, 350,000; shoes, 7,000,000 pairs."

Paul lighted his quart pipe and stuck his feet up on his desk. "How many trucks and automobiles has Boss Fechner bought to haul the boys and things around in?" he asked.

Johnny looked that up. "Around 45,000, so far."

"And how many boys?"

"The least he's had at any time is about 300,000 and the most about 500,000. Altogether he's had about 1,600,000 different boys."

Seeing that Paul was in good humor, Johnny said, "Boss, before you turn in, there's something I'd like to get off my chest. In the old days you'd have started something bigger'n made this new Boss a piker. What's changed you?"

"Well, that's a fair question, Johnny," said Paul. "The cuss went and did just what I'd planned to do if I'd got the contract."

Loose Thinking

Gus W. Dyer in *Great Lakes Banker*

IN A sermon recently, a minister of prominence said the labor unions were attempting to take the dictatorship of business away from New York capitalists and turn it over to the unions. The conviction that there is a capitalistic dictatorship in this country is the source of the growing radicalism that is apparent to all. Few people now, even among the so-called educated classes, ask for any logical proof of any wild charge against capital.

In the first place the capital of the country is owned in large measure by the great masses of the people. As a matter of fact many of those designated as capital dictators, operate their business chiefly on capital supplied by people of small means, through savings institutions. The insurance companies and the savings banks have five billion dollars invested in the railroads alone.

If there is a capital dictatorship, convincing evidences of the facts should be apparent in any great industry such as the automobile business. Automobile manufacturers go on the open market and buy raw materials, land, the use of capital and the services of labor at the market prices. They do not dictate any of these prices. They are all fixed by the market.

Under American industrial freedom, employers can't fix wages. Wages are fixed by the market, as the prices of commodities are fixed by the market. Everyone who is not ignorant, knows that there is just as much difference in the quality of labor as there is in the quality of commodities. It would be just as sensible to call the buyers of scrub cattle and scrub hogs exploiters because they paid low prices for these inferior commodities as it is to brand as exploiters those who pay low prices for inferior labor.

High wages means superior service, and low wages mean inferior service. Each gets what he pays for and no more.

But the attempt to confer on industrial employees a monopoly privilege that will enable them to take from the owners of the industries the control of wages and general working conditions, and arbitrarily appropriate to themselves from the business whatever they please, is an attempt to set up a radical dictatorship over business in this country with labor leaders as the dictators.

Wages are not paid from capital. Wages must be charged to cost of production, added to price and assessed on the consumers. To the extent that such a dictatorship raises wages above their market value, the dictators make an unwarranted and unjust assessment on consumers, and appropriate to them by force that which in justice belongs to others. The great masses of consumers are poor people, who must sell their commodities and services at the market prices. To force them to pay more than the market price for what they buy in order to raise tribute money for a privileged class of dictators is antagonistic to the American principle of equal rights to all and special privileges to none, and is an outrage against elementary justice in social relationships.

Portugal Speaks Up

From *Diario de Noticias*, Lisbon

Two minutes of reflection over what is going on in European politics as a consequence of the happenings in Spain provide us with an unmistakable demonstration of the danger, piling up daily, which confronts civilization, and the peace, internal and external, of the states involved.

We all recall how Moscow had the audacity to constitute herself accuser against Germany, Italy and Portugal in the Committee of Non-Intervention, alleging that these nations had broken their pledges not to intervene.

Germany, Italy and Portugal replied to the Soviet accusations. It has been verified (and the result could not have been otherwise) that Portugal kept the promise she made.

Meanwhile, what has Moscow been doing? She had filled that part of Spanish territory still under the domination of the Marxists with arms, aircraft and munitions. She has sent agents—Ambassador Rosenberg himself—to direct the politics and resistance of the Marxists, supplying officers and



That? That's the latest magazine!—Ballyhoo

OVER HERE—



technicians; she has formed and transported to Spain organized bodies of volunteers. She is preparing the independence of Catalonia as a soviet state.

A minutely detailed demonstration of these criminal infractions of the non-intervention agreement was made, jointly with their defence, by the governments of Germany, Italy and Portugal. Every day the press reveals fresh facts of the same nature practised unashamedly by Moscow.

And one looks on at this astounding incongruity: while in London the question is discussed as to whether Moscow did or did not break her non-intervention promise—with wealth of dialectics and artificiality of processes solely intended to cover up the more than evident facts—Soviet Russia is provoking and aggravating daily a situation which may degenerate into a great European conflagration.

What are we waiting for that will compel Russia to keep the promise that three powers—malevolently and cynically accused by Russia—undertook to keep? Who is covering Stalin and his agents with a shield of inexplicable protection? How can one permit Russia to prepare, before the surprised eyes of the world, the creation of a soviet state in the territory of the glorious nation that is Spain?

In this most grave hour the most repugnant of unjustifiable attitudes is to fold one's arms in the face of the catastrophe, in which Moscow seeks to bring about the downfall of civilization.

Complacency towards Russia is not only an insulting injustice to the three nations which responded to the invitation to reply to the Russian libel: it is the prostitution of right: it is the handing over of the glorious patrimony of Europe to the Asiatic fury of the New Barbarians: it is an implicit complicity with the greatest enemies of the internal and external peace of all peoples.

Let us hope that, as was the case centuries ago, on hearing the hoofbeats of the hordes descending from the steppes of Asia, there will come an insurrection of salvation on the part of those nations which were not born to be slaves.

Prudery Is No Cure

Maxine Davis in *Pictorial Review*

THOSE ageless and evil twins, syphilis and gonorrhea, are enemies more devastating than war. Syphilis strikes one out of every ten adults in the United States. And there is two or three times as much gonorrhea as there is syphilis in this country.

One youngster in every ten will be afflicted by a scourge as

—OVER THERE

—Jersey Observer

terrible as the human race has known; and two or three will suffer a blight which will shadow their lives.

Tragedy stalks this land not because we lack medical skill, and certainly not because we are apathetic to health menaces. Medically we are armed to the teeth against venereal disease, but we cannot wage effective war because the subject has been our tribal taboo. Since the days of the Puritans, we have pretended it did not exist. The very label is associated with sex and vice and sin, and "nice" people avert their eyes and cover their ears against this murderer of children, this destroyer of homes.

Venereal disease is not a punishment, visited only upon those who patronize resorts of commercialized vice. Far from it. One authority says no normal person grows up without being exposed to syphilis. It may be transmitted by indiscriminate kissing in games at parties. It may be carried on a pencil put into the mouth. It was the chief reason for abolishing the common drinking cup. The danger of accidental infection with syphilis is about as great as the menace of infantile paralysis. More than half the women so afflicted have acquired the disease in marriage. Their husbands were not necessarily libertines.

Obviously, syphilis and gonorrhea are simply contagious diseases, and must be regarded as such. The two diseases have only one thing in common: they are transmitted in the most intimate relationships, in the vast majority of instances. Syphilis is more serious, but easier to diagnose and cure.

Syphilis, the killer, is a slow, insidious torturer, masquerading often from beginning to end in the guise of other, frequently slighter ills. In the first period, which is called the seronegative stage, the presence of the disease is not shown by the Wassermann test, but an adequate and absolutely reliable diagnosis can be made by any good laboratory. If treatment is begun in this primary stage, the disease can be cured in 86 per cent of all cases.

Can venereal disease be eliminated?

We can see the answer across the Atlantic. In Great Britain, the syphilis rate has been reduced 50 per cent since 1920, and is now estimated at 0.52 per thousand.

In Norway, Sweden, and Denmark, cases of syphilis are as rare, since 1920, as typhoid is here. How have these European countries accomplished such miracles? Let us look at the Swedish law, passed in 1918. It requires all persons suffering from venereal disease to submit to treatment and to follow the doctor's orders. If any of them fails or refuses to comply, he may be required to enter a hospital. All sufferers have the right to free treatment, and the cost is borne by the State.

In Great Britain there has been no such compulsion, but

treatment centers have been instituted which are so accessible and so good that the results, while not so satisfactory as in Sweden, are increasingly gratifying.

Let us take our heads out of the sand. Let us cease to confuse malignant disease, which strikes innocent and guilty alike, with morality. Let us lend individual and collective support to the vigorous and effective campaign we are equipped and ready to wage against it.

America's Family Budget

Merle Thorpe in Banking

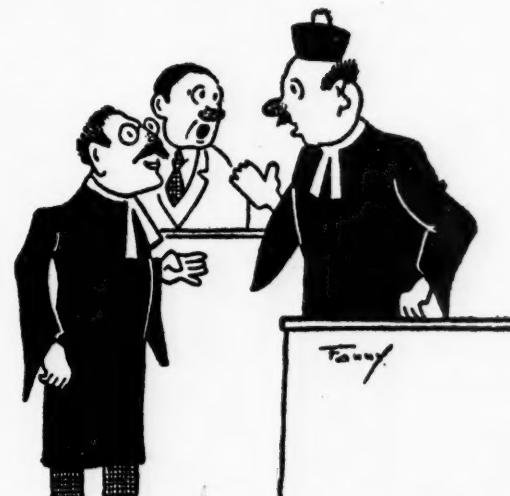
IF IT is difficult for the family or individual business to retrench, how much more so the national family! In the first place, credit stringency forces the individual to retrench,—the grocer, the landlord, the wholesaler are ready with both moral and physical support. In the second place—and this is important—in the national family one member does not see the sacrifice others must make if deficits are allowed to continue.

Members of a private family know that every dollar expended means a dollar must be earned by hard work, or a dollar not expended in some other direction or by someone else. But this Great Understanding never comes to political agencies. While much talk there is at times of economy, especially around election time, I doubt if any legislator as he votes one million and one billion for this or that ever senses the real picture of who pays. The real picture is the individual working at the plough, or at the lathe, who must work harder and longer to help dig up that million or billion.

This prelude is necessary to a discussion of the question, "How can the federal budget be balanced?" First, there must be a popular demand, born of a fear of debt and insolvency, a demand that will be heard in Congress, a demand that will include no largesse for the hometown until ends are made to meet.

The fathers in Washington must have the support of the individual fathers back home if they are to say "No." It will not do for us to pass resolutions for government economy and then sign petitions demanding that expenditures for our special interests be maintained at any cost.

Can the federal budget be balanced? Can the nation live within its means? It can. The expenses of the national government fall into two categories,—the extraordinary expenses and the regular. It is the first category that has been



The plaintiff's alienist insists that the defendant's alienist is insane!—Moustique, Charleroi

the greatest obstacle to balancing the budget during recent years. In the name of recovery and relief, great amounts have been appropriated and spent. The big item on the recovery and relief schedule is that for the W.P.A., which, according to the estimates for 1937, will equal nearly two-thirds of the total expenditures included in this schedule, and in 1938 will exceed three-fourths.

Because of the human factors involved, expenditures for the W.P.A. are difficult to handle and offer stubborn resistance to any reduction. One method by which these expenditures could be reduced, and without encountering too much opposition in certain quarters, would be to have the W.P.A. announce that no new names will be added to the rolls. At the same time, it should state that anyone now on the rolls could withdraw temporarily and then be reinstated without difficulty, should necessity arise.

The next thing to do to bring about a balanced budget would be to invoke such drastic legislation as was passed by Congress in 1870, 1905 and again in 1906, which forbids a government department or establishment spending in excess of appropriations in any fiscal year, or involving the government in any contract or other obligation in excess of appropriations unless such contract or obligation were authorized by law.

There is another statute, passed in 1913, which might be invoked; it reads as follows:

"No money appropriated by any act shall be used for the compensation of any publicity expert unless specifically appropriated for that purpose."

It is the belief of old-timers in newspaper service in Washington that there are at least 1,000 persons employed today by the federal government in the capacity of press agenting.

Government activities should stand on their own, without the need of artificial stimulation. The saving of the salaries of these employees is not a drop in the bucket, but the diminution to this extent of the press-agent pressure upon the Congress to appropriate more and more, to say nothing of the pressure against appropriating less and less, would amount to millions of dollars.

There is no question but that substantial reductions could



Isn't he ever going on his own?
— St. Louis Post Dispatch

be made in many instances without interfering with the performance of those functions which are essential and proper for the federal government.

"Essential and proper." If such a regulation or policy were invoked, four-fifths of the 250 activities in the federal government, now in direct competition with its citizens, would be eliminated. This would help in balancing the budget in two ways: First, because all these services, as is well known, can be carried out more efficiently and economi-



No lemon, thanks.—News of the World, London

cally by the citizens themselves, and, secondly, it will give a larger tax return if the citizens themselves are allowed to perform these services now pre-empted by the federal government.

Error in Advertising

John Benson in *Western Advertising*

THE average man is the mass consumer at whom our advertising is directed. What is going on in his or her imperial mind will have a telling effect upon the nature and direction of our copy.

The vocal critics of advertising are mainly: Women's Clubs, the Home Economics Association, some government officials, Consumers' Research and the college campus.

Are the rank and file feeling as these leaders do about the emotional appeal in advertising, about its vulgarities and excesses, its tendency to oversell? What do these critics say? They are not against advertising as a rule. They say much advertising is unreliable and untrue, some of it fraudulent. They say it may be true in literal fact but gives a wrong perspective, misleads by implication. The emotional appeal is regarded by some as a means of cajoling the consumer and often degrading to self-respect. They do not believe that advertising is sufficiently informative to really guide them in selecting merchandise to suit their needs.

The economists are wondering whether the emotional appeal does not diminish the sum total of tangible goods produced to the extent that it builds up consumer satisfaction and other subjective values. They also wonder whether it really informs the reader about merchandise and its uses.

If people say that advertising is deceptive, what do they mean by that? If it is charged with being vulgar, what constitutes vulgarity nowadays? If it appeals to rather earthy instincts of the human mind, is this degrading? Is it supposed to uplift the masses while endeavoring to raise their standards of living?

Critics say that much advertising is vulgar and in bad taste. Undoubtedly. It offends even those who buy and like the product. In this connection we must bear in mind that vulgarity is a relative term; what offends one may please an-

other. What is bad taste in one period may be good taste in another. On the whole, advertising reflects the current level of public taste.

These are superficials. Real vulgarity never varies and it is always bad. At bottom, is it not anything which offends the dignity of men and women; anything which slurs the sanctity of the home or of those emotions upon which the home is built; anything which desecrates an altar before which a human head has bowed? Advertising does not have the leeway of private conduct in popular esteem. What passes muster in the latter might cause resentment in public print. Some regard emotional appeal as a means of cajolery, which diverts rather than centers the reader's mind upon the product and its merit. Others regard it as a builder of subjective values which induce customers to buy what they do not need at prices they cannot afford.

Some outstanding abuses have thrown the shadow of disfavor over all emotional appeal in public print, forgetful of the fact that all forms of selling employ it and all grades of intelligence respond. You cannot take emotion out of selling because you cannot take it out of life.

Emotion rules the world. It is the only road into favor of the masses. Few respond to logic. The average life is drab; the average mind is dull. Only by awakening desire, fear, hope, ambition, can any appeal succeed; and that applies to all interests: religion, education, courtship, parenthood, sex, and business. Without emotion advertising would be dead.

There is, of course, always the danger of abuse. The more delicate and intangible a value, the easier it is to prostitute. Some of the purest and noblest emotions have been built on humbug. This is true of advertising; it is true of religion, of relations between men and women, of friendship, of all the lost causes and fatuous movements which strew the corridors of time. I believe the artificial play upon emotion more than any other factor causes readers to discount what they see in print.

However cheap and even vulgar the masses may seem to be in what they say and do, deep down in their subconscious minds they may resent these very qualities in public print, and that resentment may some day fall with destructive force on advertising.

Leaders say emotional appeal so often fails to tell the reader about the ingredients in a product, the uses for which it is adapted, the wear and tear which it will stand. They point to the mail order catalog as an example of being frank and informative about a product. When more information becomes the means of selling goods, you may be sure it will be furnished.

If we do not protect the consumer ourselves, society will, through public control and with legislation which will lay a heavier burden on our craft than any regulation we might ourselves impose.

The Construction Industry

From *Survey of Current Business*

DURING the past 3 years there have been important gains in construction activity and the improvement carried forward through the first quarter of 1937. The expansion in 1934 was due almost entirely to increases in public construction resulting from funds supplied by the Federal Government—largely loans and grants by the Public Works Administration. In 1935 public construction changed only slightly while private work increased substantially, particularly in residential building. In 1936 further increases in both private and public work resulted in a volume of construction for the year, approximating three-fourths of the average annual volume during the period from 1920 to 1930.

Over long periods of time residential building averages one-fourth to one-third of the total volume of construction,



What will be made?—Richmond Times Dispatch

but the proportion has been much less than this figure in recent years. The number of family units built during the period from 1920 to 1930 was approximately 700,000 annually in urban and rural nonfarm areas. The total dollar volume of residential work, including alterations, repairs, and maintenance, for the same period averaged between 3 and 4 billions of dollars annually. In 1933 and 1934 the number of new units built declined to approximately 60,000 annually, considerably less than the estimated requirements for replacements. This number has gradually increased during the past 2 years and may be estimated for 1936 to have been approximately 250,000 units. The expenditure for residential building, including alterations, repairs, and maintenance, as well as new construction in 1936, was probably in excess of 1 1/4 billions of dollars.

Vacancy statistics, which are also an important measure of the residential market, began to record improvement somewhat earlier than rents. In 1932 vacancies in many cities were as much as 8 per cent of the total number of dwelling units. This rate has been steadily declining, and in the latter part of 1936 was very low.

The gain in commercial construction in 1936 over the preceding year was over 50 per cent. Commercial building, however, is still at comparatively low levels, 27 per cent of the 1926 value, and vacancies are still high, 20.5 per cent in January 1937.

Public construction activity for the most part experienced a much smaller decline during the depression years than did private work. Educational building, however, although predominantly public, suffered a severe reaction in volume during 1932 and 1933. Public Works Administration funds in the 3 years following were responsible for a considerable revival in this type of construction. In spite of these gains, contracts awarded for educational buildings were slightly less in 1936 than in 1931 and were far short of the volume required to meet current needs.

Total public utility construction of all types, including railroad, telephone, telegraph, and electric light and power construction, as well as waterworks, was, in 1936, approximately 36 per cent of the 1926 average. The two major items which represent the largest part of the totals for utility construction are electric light and power plants and railroad construction (including transportation terminals).



America: "We have started our own League of Nations."
Geneva: "Good Luck! But it is a hard life—I am already old at eighteen."—Simplicissimus, Munich

Construction costs appear to have risen rapidly in the fall of 1933 from the low levels of 1932 and early 1933. They were then fairly steady during 1934, 1935, and the early part of 1936. During the last few months of 1936, however, costs of all major elements of construction advanced.

Town Crier

From *The Household Magazine*

IN MY isolated five-thousand-inhabitant town, most of democracy's virtues and failings are brought to a focus, sharpened by intimacy, made vivid by the fact that they touch life daily.

Take our school board, for instance. Its chairman can't even speak correct English. His signature recalls third-grade penmanship efforts. Yet, he and his two henchmen on our five-member board control the destinies of college-graduate teachers, the diet of my children in the school cafeteria, and the decision as to whether the mention of Russia as a country in Europe is likely to make communists of local sons and daughters.

Throughout the nation, in hamlet, village, and metropolis, school boards all too often are in the hands of the unfit. Why? Friendship and self-interest complicate the situation. Our school board chairman, through the years, has built up for himself a large, loyal, personal following, who steadfastly declare that "with all his faults, Pete's a good fellow and I'm going to vote for him." Furthermore, our chairman, by trade, is a small-scale contractor. So, he goes to all the other contractors, the heads of the local unions, the managers of our lumber-yards, hardware and plumbing shops.

Would it be a cataclysmically unreasonable request to demand that all school-board candidates be at least high-school graduates? Probably not. Yet what community in this nation has this quite reasonable, salutary proviso?

Granted that the ruling might still not bar thieves from our school boards, it would tend, nevertheless, to place intelligent thieves in office, reasonable men who might be above

jeopardizing the health of an entire community by hiring shyster, mail-order school doctors, by cancelling food contracts with legitimate firms and buying from fly-by-nighters where the "cut" is often only a paltry few dollars.

Most cities of our size probably cannot boast of a planning commission. Proudly we do. What we need, of course, is to bring in a paid city planner, some one who will look at our town not as a tax-factory designed to coddle insolvent corporations and boom the trade of local merchants, but as a problem in sensible, long-time construction and reconstruction. His efforts would in all likelihood raise the sales value of our town many times the amount of his salary, especially if we pooled expenses and services with two or three of our neighboring villages.

Finally, there's our city council. My daughter and I attended a meeting recently as one of her lessons in civics. To begin with, no one in the place spoke English; that is, the sort of English we hope she's learning in school. Furthermore, there was no intimation that the city's problems were ever to be discussed in public. A franchise was voted, a year's contract for gasoline was let without the introduction of competitive bids, with no suggestion even that such bids had been invited.

So, we, along with thousands of residents of other communities throughout the country are asking ourselves, "What's the remedy?"

Today, at the moment, the home-loving, home-building element in our community is powerless in the hands of these apelike boodlers, who own no property, pay no taxes, and have as much civic pride and sense of responsibility as a fan-dancer has modesty. Add to this the awesome fact that they are outbreeding us two to one, and the future of our town—and, by the same token, of our nation—is a fearsome prospect.

What's the answer? Has democracy broken down? Are our age-old institutions tottering? Probably not.

In the days when every man was every man's neighbor and together they must stand against common enemies, the choice of leaders haphazard from the body politic was feasible. Mutual dependence bred unity of purpose.

Today, however, the situation is transformed. "Every man for himself" has become the watchword. Coincidentally, the task of governing is becoming constantly more complex. Hence, the time is long overdue when the details of our local governments should have been placed in the hands of paid experts.

Financial experts should spend our city moneys. Other experts should supervise the laying out of our streets and the restriction of our dwellings. Men who can at least read and write should have power over our educators. Leaders in industry and in the professions long have realized that our fund of knowledge has grown to such proportions that, to do a job adequately, a man must limit strictly the field of his endeavors.

Democracy need not languish. The day of elective officers is not doomed, provided we demand certain strict, inflexible qualifications for holding office.

Aim of Education

Lord Davies in *Think*

EDUCATION has been going on for centuries. We accumulate knowledge, we undertake scientific investigations, we delve into the past, we explore the secrets of nature, we evolve theories and manufacture philosophies. But in spite of all these academic achievements, we still apparently choose to live in an insane and anarchic world. Surely, therefore, there must be something seriously wrong with our educational systems if they have so hopelessly failed to prevent the chaotic international relationships which confront us everywhere today.

I venture to suggest that education does not consist merely in the accumulation of knowledge, or even in winning academic distinctions. Education is a failure unless it develops the characters of individuals and unless it induces the capacity to think in terms of general principles, and the faculty of applying these principles to our daily lives and avocations.

Especially is this the case in the domain of citizenship where we are so often called upon to apply our intelligence to the domestic affairs of our own country, and if we live in democratic communities, to the wider problems of international relationships. We are exhorted to cultivate the virtues of a good neighbor. We cannot be good neighbors in our national community if we are indifferent neighbors in the international community. We cannot become good citizens at home if we repudiate our responsibilities as citizens of the world. If we fail in one sphere, we shall probably fail in the other also.

The Spark of Miracles

Finly H. Gray in *Congressional Record*

THE following is a list of some of the uses and some of the labor-saving operations which electricity will bring to the farm, and what one kilowatt-hour will do and the cost to perform the service, taking the average farm consumption as 100 kilowatt-hours under the Peru, Ind., municipal farm rate:

IN THE FARM HOME

One kilowatt-hour, at a cost of 4 cents, will:
 Pump 1,000 gallons of water from a shallow well, or
 Wash 70 pounds of clothes, or
 Run a sewing machine for 8 hours, or
 Tell time for 20 days, or
 Take care of door bells for a month and one-half, or
 Percolate 40 cups of coffee, or
 Operate kitchen mixer for 20 hours, or
 Heat curling iron for 42 hours, or
 Make 10 batches of ice cream, or
 Operate sun lamp for 1 2/3 hours, or
 Make 30 waffles, or
 Operate moving-picture machine 4 hours, or
 Operate razor-blade sharpener 40 hours, or
 Stoke 1/4 ton of coal.

ON THE DAIRY FARM

One kilowatt-hour, at a cost of 4 cents, will:
 Milk 30 cows, or
 Separate 2,000 pounds of cream and milk, or
 Wash 2,000 milk bottles, or
 Bottle 500 gallons of milk at 24 quarts per minute, or
 Elevate 1,500 pounds of shavings.



I'm taking the place of the regular ghost; we're on the forty-hour week now.—Oeuvre, Paris

ON THE POULTRY FARM

One kilowatt-hour, at a cost of 4 cents, will:
 Hatch four chickens in an incubator, or
 Brood one chick through entire season, or
 Light a 100-bird poultry house for 4 days, or
 Grind 90 pounds of bone or shells, or
 Shred 500 pounds of roots, or
 Cut 1,000 pounds of straw in 2-inch lengths.
 Electricity is also used for sprouting oats, warming drinking water by an immersion heater.

ON THE GRAIN AND LIVESTOCK FARM

One kilowatt-hour, at a cost of 4 cents, will:
 Shell 30 bushels of corn, or
 Grind 400 pounds of shelled corn, or
 Grind 200 pounds of rye, or
 Clean and grade 100 bushels of small grain, or
 Bale 4 bales of hay, or
 Shear 40 sheep, or
 Clip and groom animals for 5 hours, or
 Operate hay dryer 15 minutes (with fuel oil).
 Other uses include pig brooders, feed mixers, branding irons, and animal exercisers.

ON ANY FARM AT CONVENIENCE

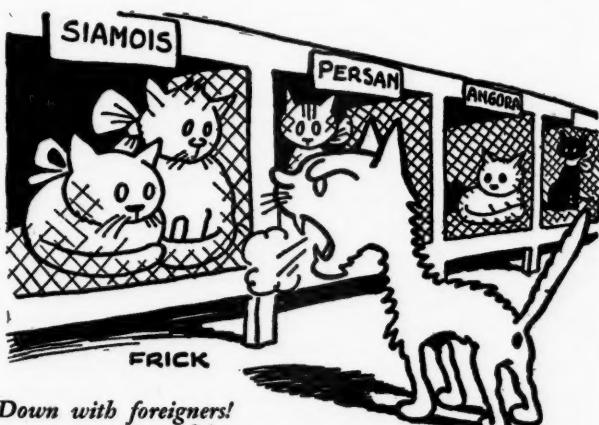
One kilowatt-hour, at a cost of 4 cents, will:
 Grind 50 axes, or
 Gum ten 5-foot cross-saws, or
 Run a paint spray machine 4 hours, or
 Grade 600 bushels of potatoes, or
 Mix 2 cubic yards of concrete, or
 Saw a cord of wood, or
 Operate 2 square yards of hot bed 24 hours where the outside temperature is 40°, or
 Cook 62 pounds of bulbs, or
 Operate hedge trimmer 5 hours.

Alcohol Has a Place

From Baltimore

THAT present-day civilization is so largely dependent upon alcohol is due to the fact that next to water, it is the most widely used chemical in the world. In chemical science, which is the basis for many of our manufactured materials, alcohol is indispensable.

The use of industrial alcohol, on a large scale basis, dates from the World War, and reached a peak in 1929. This era, it will be recalled, was the period of high production in American manufacture. Industry grew and flourished, and with each passing year the uses for alcohol products grew. Dozens of these products became indispensable, hundreds of



plants were actually dependent upon them for their continued existence.

How is alcohol made?

To begin with, many sections of the tropics produce the molasses which is used, according to one process, as the base for alcohol. Most of it comes from the West Indies, but Egypt and far-away Java and other far-flung countries are drawn upon. The raw molasses is brought by steamships. Each of these vessels has a capacity of from 1,400,000 to 1,500,000 gallons of molasses. Their cargoes are pumped into immense tanks, seven in all, whose combined capacity is approximately 19,000,000 gallons—a large amount even in these days when it is customary to deal in many digit figures. From these water-side storage containers the molasses is run into smaller tanks, known as house tanks, these being of some 300,000 gallon capacity. The molasses is now ready for treatment. This first consists in mixing one part of molasses with three parts of water, to which, when the water-molasses mixture is run into the fermenting tanks, is added about 5% yeast. There are some 15 of these large fermenting tanks, each of about 125,000 gallon capacity, which can be emptied, if necessary, in about two hours. The mixture is allowed to stand for from 42 to 60 hours, the exact time depending upon the type of molasses used. This process, when completed, frees about 8% by volume of alcohol. This is first run alcohol.

One company solved the vexing problem of waste disposal through evaporation of all liquid residues. From the solid remainder by-products are recovered. This first run alcohol, which is of low concentration, now goes to stills in which the first distillation produces alcohol of 120- to 140-proof. This is followed by a second distillation and fractionation to secure alcohol of 190-proof. The company's chemists have perfected a special method to secure 200-proof absolute alcohol.

Ether is made from the middle cut of the 190-proof run. Not all the pharmaceuticals and various USP products, however, are as simple to name as is ether. Hastily glancing through a list of several hundred separate items for which

specially denatured alcohol is necessary one stumbles on neoarsphenamine. Sounds interesting. So does orthotoluolsulfamid. Quite important, undoubtedly. In fact, it contains more letters than does the first item, so, to the uninitiated, it must be more important. Then there is dimethylglyoxime, and a little further down the list . . . but why continue?

Sufficient to remember that one of alcohol's greatest contributions to the world was making possible the discovery of anesthetics; ether being first used in 1846, and ethylene gas in 1923; that it is without question "the most important raw material in the manufacture of medicines and remedies for the alleviation of pain and the cure of disease," alcohol being the one indispensable chemical in the compounding of pharmaceuticals. In the operating rooms of great hospitals today almost each step which is a necessary part of the operation, from the initial laboratory tests where cultures are made to aid in diagnosis, the surgical cleanliness of instruments as well as the patient, the narcotic drug or anæsthesia, the medicines, tonics and dressings in the convalescent ward—all are dependent upon alcohol. The modern hospital and clinic could not function without it.

In many other great and important fields alcohol plays an equally prominent part. To the healthy individual with a robust appetite, alcohol is a friend indeed. It enters directly into the preparation of flavoring extracts, of various food coverings, the preservation of certain fruits, in vinegar, which is one of the

most important food preservatives, and is used in the manufacture of the agent which "jells" fruit juices.

The use of perfumery and cosmetics was never more widespread than in the world today. The odor of the most delicate perfumes is carried and preserved by alcohol. Indeed, the word "alcohol" itself came from far-off Arabia, where in ancient times a cosmetic applied to the eyebrows was called "al-koh'l."

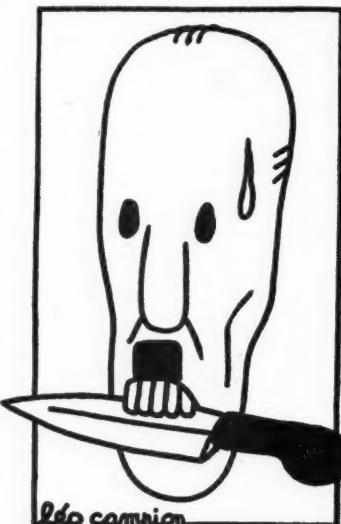
About 20% of the entire annual output of alcohol is utilized in the manufacture of painting materials. This includes spirit varnishes, dyes, stains, lacquers, all shellac solutions, finishes for natural and artificial leathers, etc. The textile industry has, as the result of use of alcohol in the production of rayon, been radically changed during the past quarter of a century. In the dyestuffs field no chemical is more essential than alcohol.

Alcohol can be, and frequently is, used as a commercial fuel, having about two-thirds the fuel value of gasoline. Its anti-freezing quality, during the winter months, offers a tremendous outlet. As a necessity for national defense, alcohol ranks equally in importance with iron and steel, almost every munition of war requiring it. Alcohol is the base of all munitions and explosives, it is essential in the production of poisonous gasses, it enters largely into the manufacture of certain important parts of airplanes.

College Censorship

Barnard Hewitt in *Theatre Arts Monthly*

WHEN the indignant cry of "Censorship!" is raised in the college theatre, my first impulse is to lift in reply the battle shout of "Freedom!" and plunge into the fight against reaction. I am restrained, however, by the realization that the college theatre like any other theatre is affected by its audience, and that some so-called censorship proves on



closer examination to be the expression of audience opinion. We may, as liberal individuals, regret the conservatism of that opinion, and should do our best gradually to liberalize it, but we cannot deny its right to expression.

Ideally the college director should be the sole judge not only of what his audience will find entertaining but also of what it will find acceptable, and should stand or fall as his judgment is confirmed or denied at the box-office. But he is supposed to educate as well as to entertain, and therefore must also judge what the adults will regard as good for the students in his audience. Actually college administrators are often in a better position than the director to judge this type of public reaction to the theatre program. Complaints, especially complaints on moral grounds, are brought not to the director but to the administrators, who are responsible for the general policy of the college, and it is their duty, if the complaints seem truly representative of public opinion, to censor the college theatre.

If such censorship is official, if the administrators assume publicly the responsibility for their action, it will quickly be evaluated. If the administrators have been in error, public opinion will repudiate the censorship. If, on the other hand, the public aligns itself with the administration, the "censorship" must be accepted, it seems to me, as an expression of audience opinion. The director should bow to that opinion until he can find a job in a more liberal community.

Unfortunately, censorship in the college theatre is not always of this simple, direct and tolerable kind. Some administrators, especially in state-supported institutions, seem to live in constant dread lest a few Anglo-Saxon words, a drinking scene, or a play with a prostitute in the cast of characters, arouse antagonism to the college not merely in the town but over the whole state. As they see it, the town looks with a critical eye on the college, and adverse criticism of a college play on moral grounds may be brought to the attention of the State Board of Education, may be seized upon by politicians, become an issue at the next meeting of the legislature, and result in a reduction in the college budget.

An administrator of this type lives with his good ear glued to the ground, hears every adverse criticism passed upon the college theatre and, regardless of the source or the justice of the opinion expressed, acts to prevent future criticism. The resulting censorship is almost always unofficial, for such an administrator, though he represents himself as, and perhaps believes himself to be, the agent of the public, is seldom willing to submit his action directly to the court of public opinion.

Fear is not the only motive behind such unjustified and often unjustifiable censorship. College administrators are no more saintly than leaders in other walks of life, and so it is not surprising to find on the campus, as well as off, the moral issue raised in the interest of personal aggrandizement.

Each case of unofficial censorship must be met on the campus where it appears by the liberal element. I very much doubt if pressure from outside could do anything but harm. The individual director, faced with such censorship, if he cannot afford to lose his job, can only capitulate and then look for a new job. If his position is strong enough, he should try to force the administration into the open and thus rally around the theatre the liberal elements. In such a situation it is heartening to remember that freedom of expression is still a powerful ideal even in the most conservative American community.

Swedish Divorce

Naboth Hedin in *The Christian Register*

FOR the past twenty years Sweden has had in force a modern divorce law, which not only unifies practice throughout the country, but which also allows divorce by mutual consent and without publicity.

In this law there are, to be sure, no specific provisions against publicity, but since there are no public divorce trials it is not easy for newspapers to get sensational details. And, furthermore, the Swedish press of its own accord had long before abstained from printing divorce news. This is because the Swedish press and public opinion in general considers marital unhappiness to be such a private, intimate family matter that it is not good form to make a public display of it.

But though there is no divorce news in Sweden, there are, of course, unhappy marriages and divorces. Comparative statistics are apt to be inconclusive, but in 1929, according to the best authorities, there were in Sweden 2,303 divorces, as compared to 201,475 in the United States, or 0.376 per thousand inhabitants in Sweden, to 1.641 in the United States.

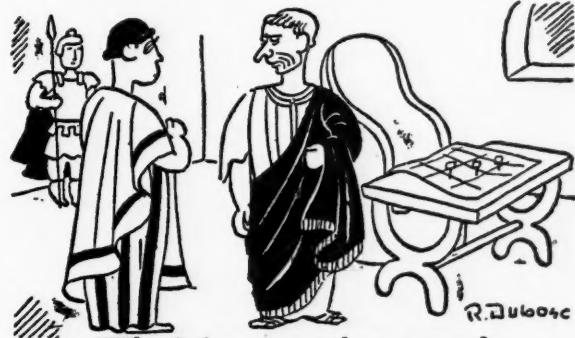
In other words, in proportion to population, divorce was more than five times as prevalent in America, despite its large Catholic population. Sweden, on the other hand, has very few Catholics. In 1932, the latest year reported in the World Almanac, the American divorce rate was 1.28 per thousand, a decline reflecting hard times. Since 1932 the divorce rate has gone up in the United States.

In Sweden the number of divorces went up from 2303 in 1929 to 2384 in 1932, because there divorces are not so expensive, and to 2706 in 1935. In relation to the number of marriages, the divorce rate in the United States is three times that of Sweden. In other words, while in the United States one marriage in six ended in divorce, the Swedish fatality was only one in twenty. Consequently, it cannot be said that the new Swedish divorce law has demoralized the institution of marriage according to the American standard. On the other hand, it is also true that since the new law went into effect the number of divorces in Sweden has been more than doubled.

In American divorce courts nothing is supposed to be more reprehensible than "collusion." Only one partner in a union is supposed to desire freedom. The Swedish view is wholly



Hitler & Ludendorff— nice little pagans.— Le Canard Enchainé, Paris



"Why, O Caesar, must thou conquer the world?" "To prevent the establishment of Communism." — Humanité, Paris



New Deal Arithmetic.—N. Y. Herald-Tribune

different. If both partners want a divorce, they are held to be as entitled to it as they were to be married in the first place.

But just as in Sweden one cannot get married on the spur of the moment, a couple cannot get a divorce in a sudden fit of anger. No final divorce is granted under mutual consent until there has been an official attempt at mediation.

But even if there should appear to have arisen incurable incompatibility, or such dissension that continued union becomes unendurable, final divorce is not granted forthwith. There must first be a year of separation—a trial year, so to speak, during which neither partner can get married again. This separation means a definite division of property and a permanent provision for children and alimony, as though the divorce had already become final.

The duty to support a marriage partner is in Sweden taken to be mutual, so that a wife, if she has better means, can be made to pay alimony to her former husband, particularly if he is in poor health, and in special cases even if he is primarily responsible for the divorce. In general, however, the guilty party gets no alimony, even if it is the wife. If a divorced wife marries again she automatically forfeits alimony.

In the case of separation or divorce each partner is held entitled to whatever property he or she brought to the household or acquired later by gift or inheritance. But the wife is regarded as having a half share in whatever the husband has earned during the marriage.

The support of children is decided independently in accordance with the circumstances. In the case of mutual-consent divorces, the parents may also submit to the court written agreements as to the care and support of the children, but to be legally valid such agreements must have the approval of the court as reasonable.

If there is no mutual consent, either partner can apply to the court for instant divorce. Such application must be supported by competent evidence, either verbal testimony or proper documentation. Immediate divorce may be granted where it is shown that the partners have lived apart for at least three years, or if there has been willful desertion for at

least two years. Other causes for immediate divorce are adultery, bigamy, dangerous assault and battery, imprisonment for at least three years or incurable insanity.

Under no circumstances are there public hearings in divorce cases in Sweden. If there is mutual consent both parties apply together in writing. The partners never need to appear in person in a public court. If there is reconciliation during the year of separation, which often happens, the action lapses automatically.

Hollywood Horses

Stanwood N. Rogers in *The Horse*

SIXTY YEARS ago an English scientist, Edward Muybridge, attempted to settle a controversy among a certain group of California horsemen regarding the position of a horse's legs in running, and more specifically whether all four feet were ever off the ground at the same time.

A series of twenty-four cameras were arranged in a row to record successive positions of the horse with the shutters operated by threads broken by the horse in passing. These pictures, thus taken at split-second intervals, when arranged in order, showed continuous movement in photography for the first time.

With the coming of the first screen stories, the Western picture, simple and elemental in theme and action, became popular. And the first Westerns created the demand for horses in Hollywood. Imagine a single order of five hundred head of stock gathered, equipped, transported, housed, fed, doctored, and returned to their owners, to say nothing of the hundred and one details pertaining to actual work before the camera!

There are now available for motion-picture work in the greater Los Angeles area nearly twelve hundred head of horses. In addition to the three largest stables catering almost exclusively to picture work are several score riding academies scattered through the Cahuenga and San Fernando Valley districts who furnish stock when large and special orders are to be filled for the studios.

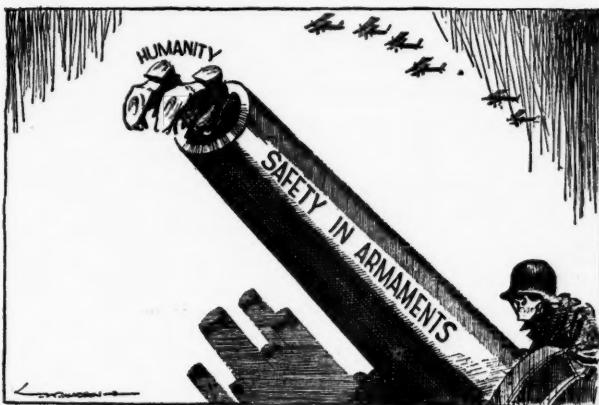
The rental stables can supply on surprisingly short notice the proper horse for a milk-wagon or a resin-back for a circus act, a shaggy pair for a Russian drosky or six whites for the marquis' fine carriage. Old-fashioned fire-fighting equipment, gypsy caravans and mounts, jumpers, bucking horses, kickers, ponies for children, pack-burros, wild horses, sulky-racers, polo-ponies, trick mules for comedy acts, draft stock for farm implements or canal-boats, a nag for a horse-car



Bear-baiting—South Wales News

and a pair of bob-tailed blacks with victoria for the governor or president, are all in the day's work for the studio's "horse guy," the title accorded the dignitary in charge of the stock.

Rental prices are standardized according to a schedule worked out by the Motion Picture Live Stock and Equipment Association and are: common western horse and sad-



Is this security?—Glasgow Times

dle, \$2.50 per day and up; English horse and saddle, \$10.00; jumpers and polo ponies, \$10.00 to \$25.00; "cast horses" (for principals), \$25.00 per day and up. A western stage coach brings \$10.00 and an English tallyho \$25.00. A pair of carriage horses cost \$20.00 per day for ordinary stock up to \$150.00 for the heavy hackneys from the Carnation Milk Farms, one of the finest teams available in Southern California. The Kellogg Farm, now the property of the state, occasionally rents stock for picture work. They have pure bred Arabians and heavy teams used in circus pictures.

Like human actors, some of the featured horses have doubles for out-of-the-ordinary or dangerous work. A western star may use as many as four horses of nearly identical markings in the same picture, one for close shots where good posture and generally fine appearance is required, a second for jumps, a third for dangerous work, and a fourth for special tricks.

At the present time race horse pictures seem to be in the limelight, one company having three in production at once. This is probably at least partially due to Hollywood's interest in the very successful racing season just finished at Santa Anita Track. Most of the stars and executives, some stable owners themselves, are ardent fans and writers have turned to racing for new story locales.

German Patents

James L. Brown in *Commerce Reports*

ON MAY 5, 1936, there was enacted in Germany a new law, effective on October 1, 1936, respecting the granting of patents. Under its provisions patents of invention are granted for a period of 18 years beginning with the day following the date of the application. New inventions which are for use in industry may be protected. The law, however, excepts from the grant of patents those inventions the utilization of which would be contrary to law or public morals, those relating to food or medicinal products, and also those relating to substances prepared by chemical processes except insofar as the inventions relate to a specific process or preparation of such products or substances.

The novelty provisions of the law require that the application should be filed before the invention has been described in printed publications or so publicly used in Germany that the invention could be put into use by persons skilled in the

art to which the invention applies. Publication in the United States Patent Office Gazette is not excepted from this provision of the German law.

Taxes are payable annually, in advance, beginning with the third year from the date of the grant. A period of 2 months' grace is allowed in which to pay the tax; failure to do so after that period may result in a fine.

The owner of a patent granted under this law must arrange to have it manufactured in Germany within 3 years from the date of publication of the grant. When this period of 3 years has elapsed, the patent becomes subject to the grant of compulsory licenses provided the public interest requires that such action be taken. Patentees may declare their willingness to grant licenses to manufacture. Such a declaration may not be revoked and no exclusive license thereafter may be granted.

Patents may be assigned; but in order that such an assignment may be effective against third parties, it is deemed advisable that appropriate record be made thereof.

The right to the grant of a patent belongs to the inventor or his legal successor. An assignee, when applying for a patent, must indicate in his declaration the manner in which the assignment was made.

If the application is made by the assignee, the assignment should be legalized by a German consulate and may be held by the applicant for use in the event a contest should arise. The assignment need not be filed but the application must give the name and address of the inventor.

Spanish Volunteer

Barrington Ryerson in *The New Republic*

IT TOOK me nearly four months to get out to Spain. Between August, when I first made up my mind to go, and November, when I actually left, I was asking my friends how it could be done, trying to collect my fare, wondering if I would be taken on.

Most of us seemed to expect that we would go to the



—N. Y. American



Out with the boys.—N. Y. Herald-Tribune

front immediately, and our reception at Barcelona confirmed this opinion. We moved straight on to Albacete, and we were thoroughly tired when we arrived. We soon realized that at first we would have to shift for ourselves. But having grasped this, we went ahead quickly.

Quite suddenly, we were told we were going up to the front. We were given rifles, steel helmets and gear. We got our ammunition, took the guns and filed over the long hills to where we could hear heavy firing. I had a rifle over my shoulder, a pack, a blanket and a thousand rounds of ammunition.

The noise of the heavy artillery got louder and louder, and we soon heard rifles and machine guns. We entered an olive grove, and took up positions under cover of trees. On the side of a hill, on the fringe of a great olive grove, our machine-gun section took up its position. We formed up into small groups, and took a tree each. Our guns were hardly placed, when with the sun came the shells. They shrieked overhead, then a whrrr, an explosion, and the earth falling on top of us. The first shell was a direct hit. And the next. And the next. . . .

Head down behind a tree as a shell came over. Dirt. Up again to see where it had gone. Down. Up. Down. Up. Everyone right on top of us. Thirty-five to forty killed. We wondered how they had got our range.

My section was destroyed and my gun put out of action. Coming back, we met the food carriers going up to the front line. They had great buckets of food, which took two of them to carry. We crowded together under our tree, shared our blankets and tried to keep warm enough in groups of two or three to get some sleep. But in spite of our tiredness, we got very little, and we were hardly refreshed for the activities of the morning.

The order came to attack, and we were on our feet in a moment. We moved forward. Hardly had I gone fifty yards when I heard the familiar whrrr of a shell falling close. This one wasn't a dud: and I woke up in hospital three days later.

OR SO THEY SAY

Mussolini (with a wink?): "Italians are the most courageous people in the world."

Rev. D. J. Gercke of Arizona: "General Franco's whole campaign has been conducted on Christian principles of charity."

"*Collier's*" quotes a conservative: "Hoover was always a radical at heart; he spent a lot of time in red Russia."

Admiral Dick Byrd declares: "Civilized nations are as individualistic and quarrelsome as 60 hermits brought to live in one village."

Feldherr Ludendorff, war chief: "I am not only an opponent of Christianity, but am really anti-Christian and a heathen, and proud of it."

Joe Stalin of 1937 Russia: "We have mastered the technique; now we must master Bolshevism."

Lloyd George won't keep quiet: "I'd rather have Italy's anger than Italy's contempt."

Stephen Leacock, Canadian prof & wit: "Our best defense against the Americans, and theirs against us, is to have no defense at all."

Colonel J. Wedgwood, M.P.: "Every time Britain shows fear, it invites another kick in the pants."

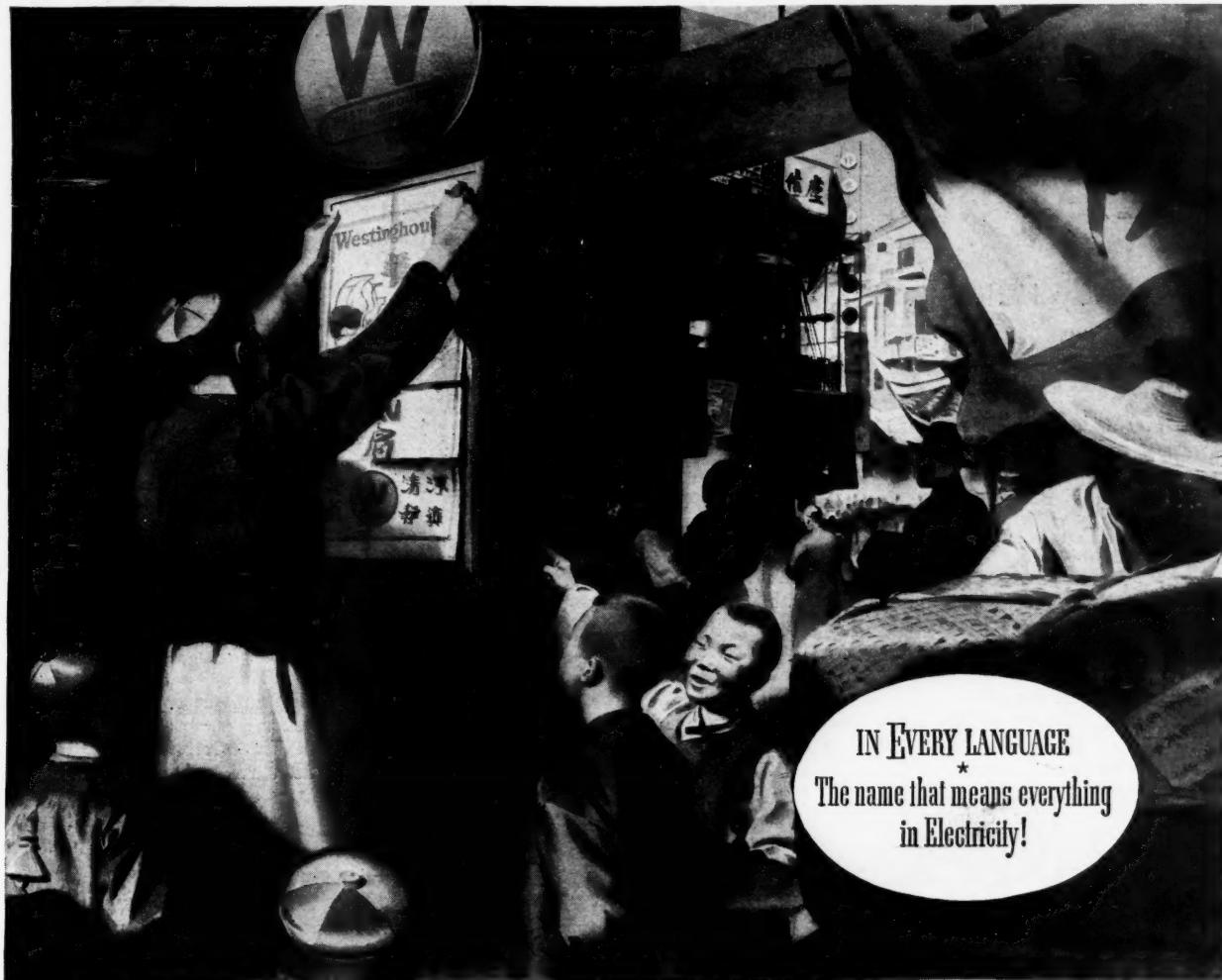
Rev. R. M. Brougher bits out: "A burlesque house is nothing but a breeder of prostitutes, gangsters, and sex-crazed men."

London "Spectator" presents: "Luther said what he believed. Hitler believes what he says. Goebbels says what he does not believe. Schacht does not say what he believes."

General Suziyama of Japan: "There is a limit to the spiritual and moral factors an army can recognize."



League of Nations: "Complaints? Go to the end of the line!" — Marianne, Paris



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THE LITERARY LANDSCAPE

By HERSCHEL BRICKELL

King Edward VIII: An Intimate Biography, by Hector Bolitho (J. B. Lippincott Company, \$3).

Coronation Commentary, by Geoffrey Dennis (Dodd, Mead, \$2.50).

Of these two books on the character and career of the man who would now be wearing a crown of empire had not fate and his own choice decreed otherwise, Mr. Bolitho's is the longer, solider, more detailed and calmer, while Mr. Dennis' is principally of interest because of the bitter phrases applied to Edward and Mrs. Simpson in its later chapters. These phrases have already caused withdrawal of Mr. Dennis' book in England, and may finally remove it from the American market as well. One sample of Mr. Dennis' forthright language gives an indication of his tone, a characterization of Mrs. Simpson as "An itinerant shop-soiled twice divorcee with two ex-husbands living." The words he applied to Edward himself and to others of his friends are scarcely less frank.

Earlier chapters—written long before abdication was even thought of—are entirely different, and form an interesting and readable account of the rise in public esteem of the crown during the past hundred years. The question of monarchy or republic is discussed with intelligence and fair-mindedness, and Mr. Dennis proves himself a good historian. But he appears to have lost his balance after Edward renounced the throne, and his sense of taste with it. His book may have a brief popularity on account of its sensationalism, but is likely to be quickly forgotten.

As "official narrator" for Edward during his days as the Prince of Wales, Hector Bolitho enjoyed rare opportunities for first-hand acquaintance with the subject of his biography. He writes admirably of the early days, of the war period, and of the innumerable junkets made by the hard-working lad, so charming and so attractive. But he argues, and reasonably, that Edward often showed a serious lack of judgment, and that he was too often

liable to unwise actions and particularly to an ill-advised choice of friends.

Mr. Bolitho takes into account all the elements in the abdication, such as the sympathies of the king with the poorer classes, but his final judgment is that Edward's worst and most dangerous qualities

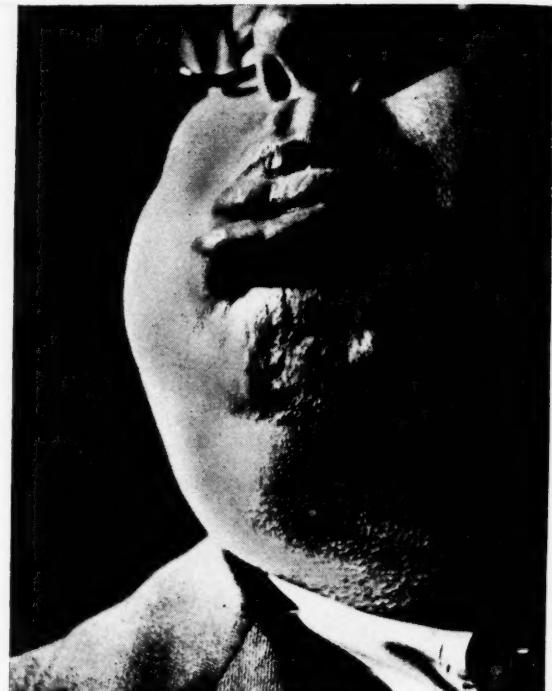
were brought to the surface by the strain of the Simpson affair and that Prime Minister Baldwin took the only course open to the responsible head of the British Empire in insisting upon abdication.

The volume is handsomely illustrated, and contains some of the most attractive photographs of Mrs. Simpson that have been published anywhere.

The United States in World Affairs: 1936, by Whitney H. Shepardson and William O. Scroggs (Harper and Brothers, \$3).

This is the fifth volume in an admirable series of historical records published under the auspices of the Council on Foreign Relations. It is well written and comprehensive, and disquieting as any honest view of its field must be. Mr. Shepardson, in fact, characterizes the year as one of "violence, confusion and disillusionment," a year which saw the breakdown of all the machinery for collective security, which witnessed Italian aggression in Ethiopia and Japanese aggression in China, and which, from our point of view, had little really to its credit except the improvement in relations with the nations of the neighboring continent to the south.

Mr. Shepardson is slightly less optimistic even on this subject than some people who do not fully understand underlying realities, but he willingly admits that we have made a start in the right direction and that the "good neighbor" policy is certain to bear immediate fruit in improved trade relations. He also points to gains made through commercial treaties with other nations, as something else on the credit side.



CRITIC. Photograph by Will Connell.
From the book "In Pictures"

On the whole, the record is one of almost unrelieved gloom; the black shadow of the next war is seen to lay over all normal activities.

Discovering South America,
by Louis R. Freeman (Dodd, Mead, \$3).

Rio, by Hugh Gibson (Doubleday, Doran, \$3.50).

Mr. Freeman, author of many well-known travel books, "discovered" South America a good many years ago, and is now anxious to share what he knows about it with the rest of the world, particularly with his fellow North Americans. His book is the account of a round-the-continent journey, in which he did a good deal of flying; and he has filled the pages with excellent descriptions of countries and peoples, with facts about industries, and with amusing and revealing anecdotes. He found a noticeable improvement in the feeling of our neighbors for us, and is sure that we have a fine opportunity to cultivate valuable friendships. Since the volume is both entertaining, richly informative, and also well illustrated, it will prove valuable to prospective travelers and to eager-minded stay-at-homes as well.

Mr. Gibson, a noted Pan-American diplomat and Ambassador to Brazil, has written a charming book about one of the great South American cities, touching upon all phases of the life there and going into detail on innumerable subjects that would not be handled by any one less familiar with the subject matter. It is a well-written, eminently readable, and handsomely illustrated tribute to a unique metropolis which the author loves.

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Let Me Show You Vermont,
by Charles Edward Crane (Alfred A. Knopf \$3).

The author of this comprehensive book on one of the most beautiful and fascinating of our states is a newspaperman born of Vermont parents outside the commonwealth. This gives him both attachment and detachment. If any further evidence is needed that he has taken full advantage of his opportunities, it is found in the introduction by Dorothy Canfield Fisher, who sets the seal of her approval upon Mr. Crane's work in glowing words.

It discusses everything that goes to make up life in Vermont, ranging from climate to politics; it talks about unspoiled back roads, about old houses, about the hedgehog bounty which is put so high by the legislature that thrifty Vermonters raise the critters for slaughter, about the willingness of the people to permit personal eccentricities, and about the native sense of humor, with its own very personal tang and savor.

Mr. Crane recalls Vermont's helping hand to Thomas Jefferson, and its Republican orthodoxy practically ever since; he writes about schools and mountains and language, all with affectionate understanding. He lists the state's glories in literature, Mrs. Fisher, Sarah Cleghorn, Zephine Humphrey, Robert Frost, Walter Hard—and among newcomers, Sinclair Lewis and Dorothy Thompson. And he never fails to write engagingly and appealingly. It will be a long time before Mr. Crane's book is supplanted as a guide to both the inner and outer aspects of life in Vermont.

Flood Light on Europe, by Felix Wittmer (Scribner, \$3.75).

Progress and Catastrophe, by Stanley Casson (Harpers, \$2.75).

The first of these books is a survey of present-day European affairs written by a Swiss who has lectured for years in this country on foreign affairs. The second is by a noted English archeologist. They belong together because by different roads they arrive at the same conclusion, that another European war is imminent.

Mr. Wittmer—whose book retains a good many traces of the lecturer's manner, but who obviously has a tremendous knowledge of contemporary history and a good background for its understanding as well—lines up the opposing forces and tries to indicate what may happen; the future alliances of Great Britain he regards as a possibly decisive factor and still a matter of uncertainty.

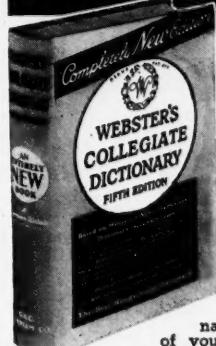
Throughout his book he maintains a striking objectivity and seems to have weighed his statements with care. He dares to be informal and humorous on many occasions, and there is nothing cut-and-dried about either the plan of his book or its execution. It is surprising how much information it carries without ever being heavy.

Mr. Casson, viewing the lone pageant

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DURING the past four weeks the stock recommendations of leading financial authorities have centered about 12 issues. The names of these favored stocks and the prices at which they are recommended are given in the current UNITED OPINION Bulletin.

Experience has shown that stocks recommended by three or more financial experts almost invariably show better than average appreciation.

To introduce to you the UNITED OPINION method of stock forecasting—so successful during the past 16 years—we shall be glad to send you without obligation this list of 12 outstanding stocks—a list available through no other source.

Send for Bulletin R. R. 6 FREE!

UNITED BUSINESS SERVICE
210 Newbury St. Boston, Mass.



Out where the FUN begins!

Do you long to "get away from it all?" Would you like to trade a mere existence for some *real living*? If you would . . . just throw some comfortable old clothes in a bag and come on out to The Valley Ranch! It's right on the main line of the Santa Fe R.R.—makes a pleasant stop-over on your trip to California.

It's Beautiful Country!

Here in the Valley of the Pecos, in northern New Mexico, is scenery of unsurpassed beauty. Majestic mountains . . . unspoiled forest . . . rushing mountain streams. Fascinating historic ruins within easy hiking or riding distance. A new thrill for your eyes every day!

What Sunshine! What Air!

The sun shines bright out of a clear blue sky . . . soothes your jangled nerves . . . gives you a beautiful coat of tan, but never a blister! And how you'll respond to the healthful, pure, invigorating air! (The Ranch is a blessed refuge for hay-fever victims.) We'll send you back home feeling and looking ten years younger!

Do Just As You Please!

It's all so comfortable out here . . . so friendly and informal and easy-going! You can spend your sun-drenched days in constant activity . . . or in pleasant, uninterrupted loafing. There are fine horses to ride . . . a sporty golf course . . . a big outdoor pool of flowing water. There's tennis, croquet, archery, hunting, fishing, billiards, quoits, ping-pong!

"Country Club" Accommodations!

We have accommodations to suit your needs exactly, in cabins, cottages or the charming Ranch House or Lodge. All modern conveniences . . . service just as in the finest hotel (without tipping)! Superb food, and special diet meals served if you wish at no extra charge. Send the coupon for illustrated book and list of amazingly reasonable rates. Plan now to come to The Valley Ranch for a *real vacation!*

The Valley Ranch

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Chicago Office:—850 E. 58th St.—MIDway 0870

The Valley Ranch
Valley Ranch, New Mexico

Please send illustrated book, "The Valley Ranch, The Finest Playground in America," with list of rates.

Name

Address

City State

of human history and denying any faith in uninterrupted progress, thinks we may be about to enter into an eclipse of civilization, what with fascism, another World War, and other symptoms of danger all around us. The archeological point of view is unusual, and the thinking and writing are commendable.

Solution? "To increase intellectual and cultural interests and to promote international rivalry in the achievements of knowledge cannot fail in the end to bring lunacy toppling to the ground, unless lunacy first brings the material world to catastrophe."

The Second Seventy, by Lyman P. Powell (Macrae-Smith, \$1.50).

Dr. Powell celebrates his own entrance into the "second seventy" by writing a sensible and inspiring small book for others, in which he explains the rapidly changing attitude toward old age, and points out the growth of a healthier attitude in the last few years.

Quoting Dr. Albert Shaw, who declares that "Much of the best work that has been done in the world has been done by men past 70," Dr. Powell discusses many aging leaders of thought at present holding up their ends, or even getting better. His personality sketches and excellent photographs give concrete point to his more abstract statements of a sound philosophical attitude.

The final section of the book contains definite suggestions to older people. Dr. Powell's little book is practical, whether it is discussing what to do about the fear of death or urging older people to keep well and maintain their personal appearance. It is an admirably succinct and useful guide to a happier, braver, and more useful old age, full of common sense and deep wisdom.

In Pictures, by Will Connell (T. J. Maloney, \$3.50).

If you have ever wondered how Hollywood manages to turn out some of the plots it does, this book will tell you. It will also give you a certain I-told-you-so satisfaction in realizing that your worst guesses were generally correct.

"In Pictures" is really two books. One is a stenographic report of a midnight film plot conference of four high-powered screen writers. They are considering the adaptation of a short story for the movies and their comments form a good picture of how a movie plot is built by \$2000-a-week experts.

Running through the book are photographs by Will Connell which are related to the text only in that both deal with Hollywood. Each photo is intended to satirize some phase of movie activity, such as sex appeal, extras, yes-men, publicity, and forty-four other subjects. Some of the ideas are brilliant and amusing. Others fall a little flat, though the photography is excellent throughout and is well printed in big format.



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On board the swift, sleek motor liners of N.Y.K. you are in modern Japan itself. Everywhere the gracious service of the old-world Orient. Amusements, swimming pools, sports, games, or relaxations. Commodeous, spic-and-span staterooms—your favorite American menus skillfully prepared. • Japan's charm is unforgettable—when you go by N.Y.K.

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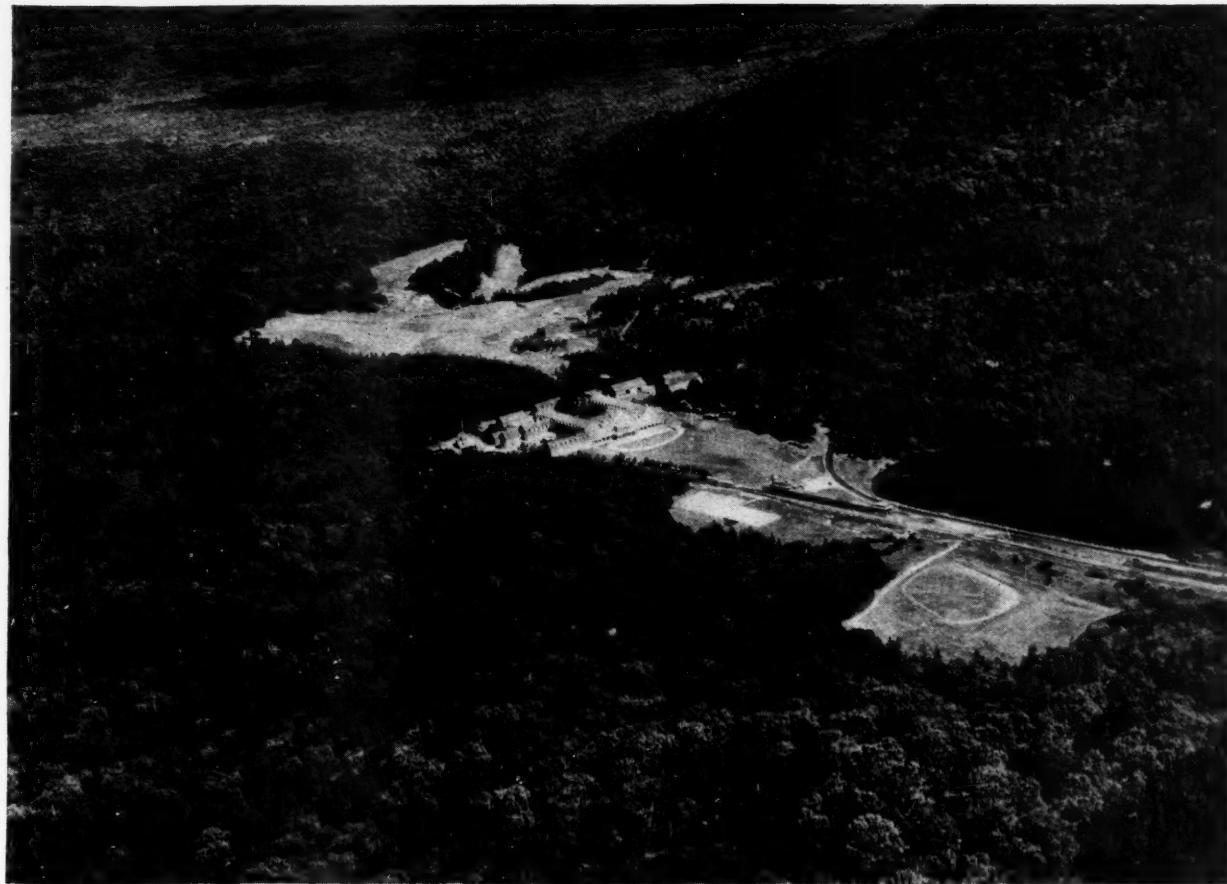
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Air view showing Crawford Notch, N. H., Crawford House, the golf course, Saco Lake, and riding ring.

SURROUNDED BY 20000 ACRES OF VIRGIN FORESTS YET IN THE VERY CENTRE OF THE GREAT NORTH COUNTRY'S TRAVEL AREA ~ ONE FINDS: ~ THE CRAWFORD HOUSE AT CRAWFORD NOTCH WITH ITS IDEAL SETTING IN THE MIDST OF THE WHITE MOUNTAINS OF NEW HAMPSHIRE

Discriminating people return each summer to the Crawford House at Crawford Notch. Up to date rooming space ~ the best of food ~ music by Boston Symphony Players ~ Golf ~ Tennis ~ Swimming ~ Riding ~ Boating ~ Hiking ~ no hay fever.
Season June 26 - Oct. 5. Rates with meals \$6 a day and up. Booklet and diagnosis of weekly rates ~ address:
BARRON HOTEL CO. CRAWFORD NOTCH . NH.

(Continued from page 29)

I am craving for someone to love me—I am sick of being alone. I am yearning for companionship and a home more than anything else. I am not a gold-digger but just want the ordinary, simple comforts of life and above all a loving, congenial pal.

A few brokers use a flood of adjectives to make their clients attractive—especially the women:

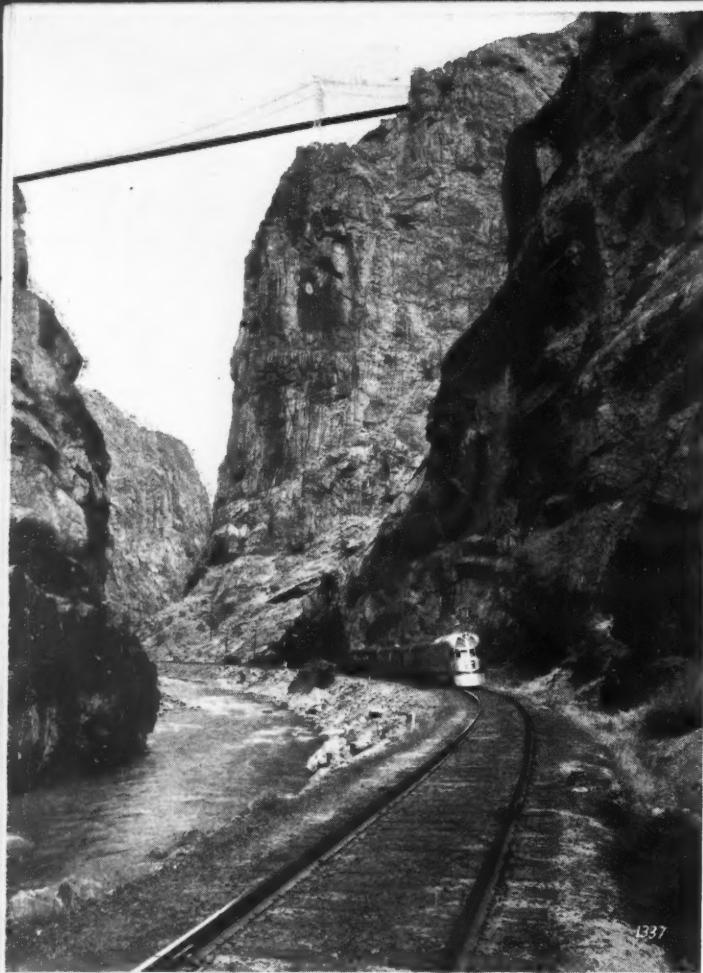
A French beauty of 19 summers, 5 feet 5 inches, 150 pounds, golden sunkissed tresses, large luminous brown eyes, even white teeth, smooth velvety complexion, pretty face, superbly formed, finely chiseled, classical features, and an artist's soul.

Among alluring portrayals of every age from 18 to 75, an analysis of 500 descriptions, taken from several different agencies, indicates that more middle-aged persons use this medium to matrimony than the older or younger. There are twice as many romance seekers above 35 as there are below. Women before reaching 25 are more concerned about married life than men of the same age; but men past 25 prove more anxious for companionship than their opposites. The analysis discloses a representation of the leading religious faiths, nineteen different nationalities, and all ranges of education. The difficulty of meeting people has made the farmer first of the fifty occupations listed.

Timid daughters, career women, and housewives all long for marriage.

The drawing card used in publicity advertising by many brokers is the wealth clients possess. Amounts generally range from \$5000 to \$75,000, but one western girl states her property to be worth nearly \$1,250,000. Women having means usually look for financial advisers—but above all, promised companionship.

If one is still a hunter, if one believes, "marriage is no trivial matter; by my method you can be brought in touch with more people suited to your choice, in a few weeks, than you could by ordinary methods in a lifetime;"—then patronize the postman.



Burlington Lines' "Zephyr" in the Colorado Rockies

1937 "Buffalo Bill," Streamlined and Quicker on the Draw — He's a Train!

SINCE we've been bounding all over the ocean blue these past issues, thought we'd better get back to earth for a bit and give the folks back home a break. Began to feel like this after delving into the delights of Washington, D. C., in Cherry Time, revelling in the salubrious Old South and anticipating shortly a tour of the Pacific Coast.

After all, present day combination tickets enable one to Go to Sea to See America, so why not See America while going to sea? We're thinking particularly of these rail-water trips that allow you to circumnavigate (ashore and afloat) America, Canada, and Mexico in any direction or itinerary you like. However, we're anticipating ourselves slightly . . .

Fact is, railroad travel this year will hit a higher level than the year before the so-called depression made us a bunch of scared-cat stay-at-homes.

Western railroads in particular are making arrangements to handle a volume of business far in excess of last year, which was considered a "peak" in many respects.

Travel Department by Harry Price



Modern dining car on Southern Pacific's "Daylight"

SUNSETS UNLIMITED

Increased train-mileage, new, better and faster trains, greater latitude in the scope of summer-tourist tickets, development of resorts which have achieved popularity in the past year or more, and a fleet of thirty-five streamlined trains, of which all but six operate west of Chicago or St. Louis, are among the many factors acting as a magnet for Western travel.

With approximately 8,000 railroad cars air-conditioned, including virtually every through train (Pullmans, diners, lounges and coaches) in the West, plus the advantage of round-trip tickets which permit inclusion of the North Pacific Coast in California journeys, the country west of the prairies rightly looks forward to one of the greatest tourist years on record.

"In one way—out another" side-trips to Mexico, at a flat rate of \$50, stand out as one of the bargains of Western train travel. On these trips passengers en route to the Pacific Coast are allowed to diverge from such main lines as the Sunset Route at San Antonio, proceed to Mexico City and traverse the West Coast route back to the United States through Guadalajara and the colorful new resort at Guaymas, where the Playa de Cortes Hotel affords a luxurious stopping-point on the Gulf of California for fishing, riding or other

sports, before traveling northward to Nogales and the "States."

Continuing westward, lies Hollywood's playground—Palm Springs; then the Southern California attractions—Long Beach, Venice, Santa Monica, Pasadena, Catalina Island and Santa Barbara . . . and on to San Francisco with its Golden Gate, its exotic Chinatown and its stupendous bridges.

Diverse routings enable you to take your choice of scenic attractions, possibly pausing at a guest ranch in Arizona en route home, for these extend in a line from Palm Springs eastward. There is the majestic Grand Canyon, where you may pass an entire day's stopover on the El Tovar verandah or on the brink of the Canyon, peering down at its ever-changing coloring, until late afternoon arrives and with it, the Hopi Indians, to put on their ceremonial dance on the hotel lawn. The more ambitious may devote the day to a ride down the Bright Angel Trail to the edge of the Colorado River, the sure-footed burros picking their way cautiously down the trail several thousand feet from the rim.

Continuing eastward lies Albuquerque and the pueblos of New Mexico, the Indian Detour into old Santa Fe, the Pet-

rified Forest and a further digression up to Colorado, with Pikes Peak and the unique ride from Colorado Springs to its summit, 14,109 feet high, in the Cog Railway—a nine-mile trip consuming one hour and 40 minutes.

Latitude in ticketing allows the western rail traveler to select these scenic spots going or returning.

But—there are other novel attractions—far from the cities of the West. There is the Yosemite, with its big trees, picturesque rivers and its peaks.

There is the Redwood Empire, available to transcontinental travelers who may detrain for the all-day motor drive through this inspiring region with its redwoods towering 300 feet in the air, from Eureka, California, to Grants Pass, Oregon.

On, up the coast, over the Shasta Route is Crater Lake, its sapphire blue and tranquil waters a thousand feet below the rim of this famous inverted crater; with Wizard Island and the Phantom Ship rising gauntly from its bottomless depths. Crater Lake National Park is 6,000 feet above sea level.

Mt. Rainier and Mt. Baker, in Washington; Glacier National Park in Montana, the only national park directly on the line of a transcontinental railroad; the Black Hills of South Dakota and the Custer Battlefield; Deadwood and Lead . . . names connoting the "wild days" of the old West, when Custer's 7th Cavalry was annihilated by the Sioux . . . or later, when the Deadwood Stage carried its gold from the Homestake Mine and where Buffalo Bill and Calamity Jane, Wild Bill Hickock and Poker Alice rode and fought and played—South Dakota is new in its bid for the tourist, but it carries the romance of the "old days" as almost no other part of the West does.

Then there is Rocky Mountain (Estes) National Park in Colorado, with the new overnight Burlington train (euphoniously named *The Buffalo Bill*) direct to the Yellowstone, with an extension to Glacier Park only a question of hours . . . thence home on the famous *Empire Builder*.

There are the famous streamliners to ride on—the eight Burlington *Zephyrs*; the *City of San Francisco* which brings the city of the Golden Gate within a day and a half of Chicago . . . and there are other newly famed speedsters in gay silver, bright yellow, resplendent in canary and brown . . . green, Royal blue or other colors . . . Colorful trains matching colorful country.

From eighteen national parks, aggregating 12,000 square miles and ranging in area from less than a quarter of a square mile to 3,400 square miles; from Yellowstone, the largest of them all, to little Wind Cave in South Dakota (the "baby" of all in its duration as a national park) you can make your choice of a great wonderland of nature to visit.

As you stand gazing 60 miles across Yellowstone to the distant Grand Tetons; or look up from Going-to-the-Sun Chalet

**THE WISE vs.
THE FOOLISH
WEEK-ENDERS**

*... proving that it's smart and
economical to "GO NEW HAVEN"
to New England*

1. "How foolish of Marge and Bill to insist on driving, instead of having a leisurely breakfast with us . . . and going by train later. They probably started at dawn."

2. "Just look at that traffic tie-up! Thank goodness we had sense enough to come this way. We'll be there long before our 'speed demon' friends."

3. "Hello, there! No, Marge and Bill are driving . . . They'll be along later. But what a grand trip we had! And so inexpensive! These new streamlined day coaches are marvelous."

4. "So here you are at last! Why, we've already had luncheon and played a couple of sets. Take a tip from us . . . 'go New Haven' next time!"

• A week-end gives you just so many hours. Make the most of every one! Don't waste time and energy—travel the quick, easy, safe and inexpensive way. Travel in big, cool, comfortable New Haven coaches—at 2¢ a mile!

For illustrated booklet "Southern New England Resorts and How to Get There" write Vacation Bureau, Room 3617, Grand Central Terminal, New York, N. Y. Tickets and information at Grand Central Terminal, Consolidated Offices, 17 John St., New York or 155 Pierrepont St., Brooklyn. Phone VAnderbilt 3-7705

THE NEW HAVEN R. R.



• A two-weeks vacation provides ample time for a delightful visit in California, particularly if you travel by train.

• The blue Pacific bordered by miles of sandy beach . . . great valleys of golden fruit . . . old Spanish Missions . . . San Francisco's 8-mile Bay Bridge . . . fascinating foreign quarters . . . movie studios . . . glamorous Catalina Island and Avalon Bay . . . all these and many other attractions can be seen during your stay.

• Union Pacific's clean cool air-conditioned Streamliners and steam-powered trains will take you there comfortably, safely and quickly—giving you additional time to enjoy your California sojourn. Let us help you plan your itinerary.



THE PROGRESSIVE

UNION PACIFIC

W. S. Basinger, Passenger Traffic Manager
Room 528, Union Pacific Railroad, Omaha, Nebr.

Please send me information about _____

Name: _____

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Also tell me about escorted, all-expense tours

to the mile-high glacier-dotted peaks of Glacier Park; as you pause in admiration beside trees with trunks sufficiently large for a full-size bus to pass through them . . . or look through your binoculars from Paradise Valley, high on Mt. Rainier, toward its snow-capped summit in mid-July . . . you will imbibe something more than clear air and beautiful scenery.

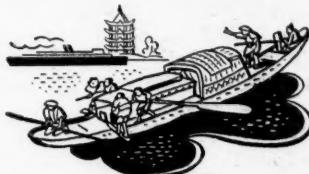
Finally—don't forget the newest wrinkle in train travel . . . the bedroom sleeper, offering you all the facilities, if in somewhat smaller space, of a drawingroom.

Bedroom sleepers are the latest and greatest of the long or short distance rail travel improvements offered by the Pullman Company on many of the nation's best known trains to and through the Golden West, where sunshine is free and sunsets unlimited!

Since we've made much mention of famous trains of the West it might help you to know of them. Hence the following list:

TRAIN	ROUTE	LINE
Empire Builder	Chicago-Glacier Park-All North Coast cities	(C.B.&Q.-Gt. Northern)
*City of San Francisco	Chicago-San Francisco	(C.&N.W.-U.P.-S.P.)
*City of Portland	Chicago-Portland	(C.&N.W.-U.P.)
	(The first Streamliner on the Coast)	
City of Los Angeles	Chicago-Los Angeles	(C.&N.W.-U.P.)
City of Denver	Chicago-Denver	(C.&N.W.-U.P.)
*Denver Zephyrs	Chicago-Denver	(Burlington)
*Twin Zephyrs	Chicago-Twin Cities	(Burlington)
Sunset Limited	New Orleans-Los Angeles-San Francisco	(Southern Pacific)
*Super Chief	Chicago-Los Angeles	(A.T.&S.F.)
The Chief	Chicago-Los Angeles	(A.T.&S.F.)
	(First Class, Extra Fare, Solid Pullman, Daily)	
The Scout	Chicago-Los Angeles	(A.T.&S.F.)
	(Coach and Tourist Car Equipment)	
Golden State Limited	Chicago-Los Angeles-San Diego	(R.I.-S.P.)
North Coast Limited	Chicago-Seattle-Portland-Tacoma	(C.B.&Q.-N.P.)
San Francisco Overland	Chicago-San Francisco	(C.&N.W.-U.P.-S.P.)
Olympian	Chicago-Seattle-Tacoma	(Milwaukee)
*Hiawatha	Chicago-Twin Cities	(C.M.St.P. &P.)
The 400	Chicago-Twin Cities	(C.&N.W.)
Scenic Limited	St. Louis-Salt Lake-San Francisco	(M.P.-D. & R.G.W.-W.P.)
Challenger	Chicago-Los Angeles	(C.&N.W.-U.P.)
The Buffalo Bill	Denver-Cody	(Burlington)
The Cascade	Seattle-Portland-San Francisco	(G.N.-S.P.)
*The Day-light	Los Angeles-San Francisco	(Southern Pacific)
Aristocrat	Chicago-Denver-San Francisco	(C.B.&Q.-D.&R.G.-W.-W.P.)
Californian	Chicago-Los Angeles	(R.I.-So. Pacific)
	(New tourist sleeper and de luxe day coach transcontinental train)	
	*	Streamlined train

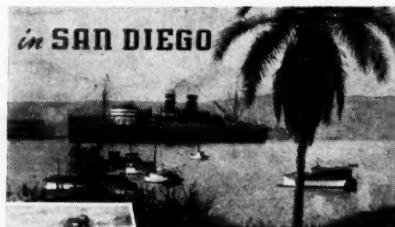
TO KNOW THE HEART OF THE ORIENT



SAIL UP THE YANGTSZE-KIANG!

Trim British steamers make modern travel possible over these 1000 wondrous miles . . . from Shanghai via Nanking, Hankow and a score of ports, all the way to Chunking! The same famous Line will take you on from Shanghai north to Dairen and Tientsin . . . or south to Hong Kong, Canton, Bangkok, Singapore . . . calling at ports that few tourists ever see. Get full information from the Tour Department of Cunard White Star, General Agents, 25 Broadway, N.Y.

CHINA NAVIGATION COMPANY, LTD.



Play
and
Relax

A lovely city on a southern sea . . . balmy breezes, boats going and coming . . . a great landlocked bay, magnificent Point Loma, gorgeous Balboa park . . . symphonies under the stars, summer racing, swim meets and regattas . . . a new vacation environment for you to enjoy . . . a place to play and a place to relax . . . SAN DIEGO, where California began and Mexico begins.

Free Booklet
Address Dept. 18-J
San Diego-California Club

MAKE YOUR TICKET READ
SAN DIEGO
California

REVIEW OF REVIEWS



As signs like this go up, "For Rent" signs come down

THE asphalt may be melting in the streets outside, but there's May Day weather inside this place. Soon smart people by the hundreds will seek it out, and its proprietors will smile happily at mounting receipts. When winter comes and old-fashioned dry heat is making other places stuffy and close, its clean, fresh air will continue to beckon the crowds. "Tailor-

made weather" is good for business, in any season.

Thousands of shops, theaters and dining places have already discovered this. Moreover, year-round comfort for homes and offices is being brought within reach of more and more people each year. We Americans usually get what we want, and when something new and desirable comes along,

thousands get jobs making and selling it.

Like so many other new business-building developments, air conditioning has been helped in its growth by the electrical industry. Westinghouse engineers have made many substantial contributions, and the Westinghouse name on air conditioning equipment is another sign worth looking for.



Westinghouse

The name that means everything in electricity